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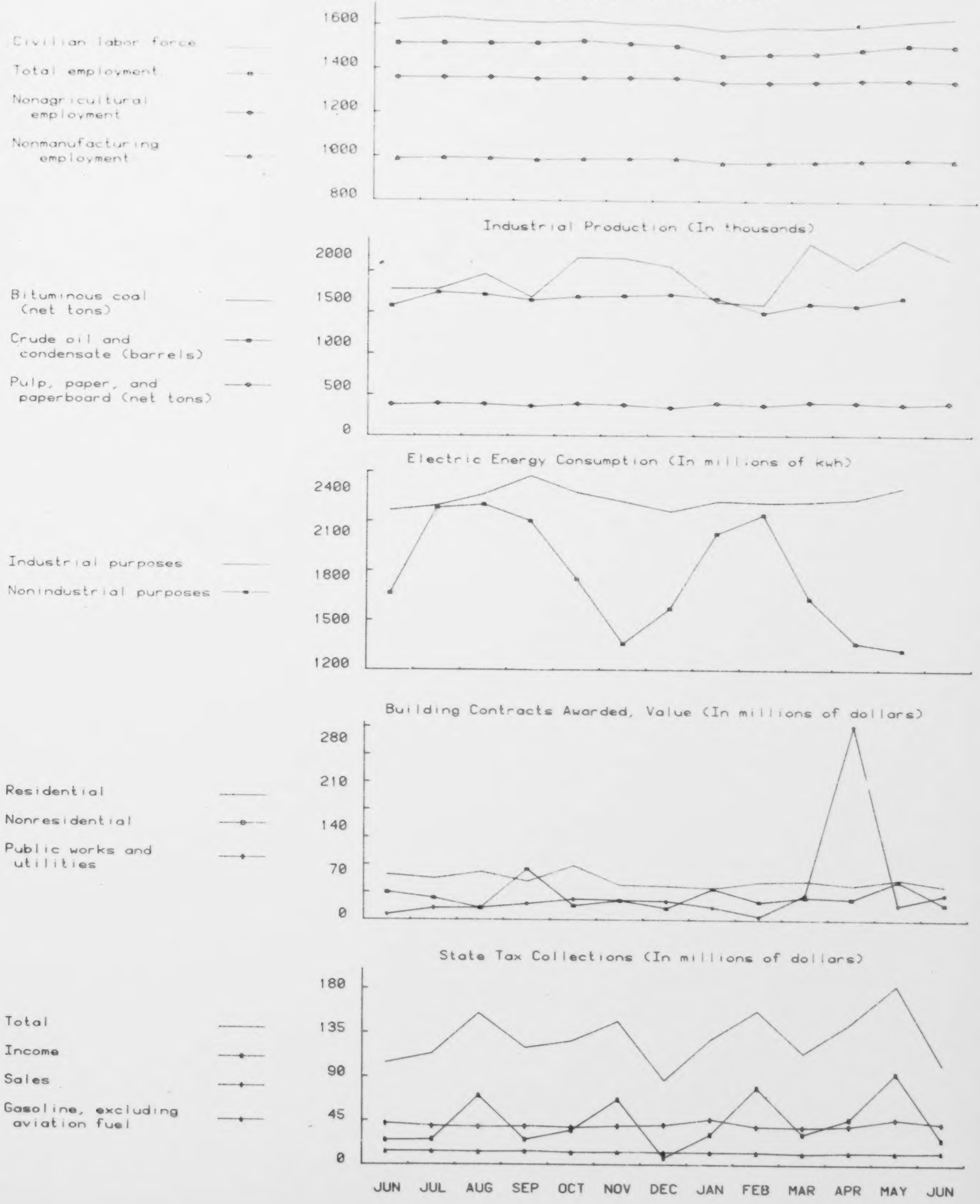
Alabama Business at a Glance

(JUNE 1978 - JUNE 1979)



GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978							1979					
	1977	1978	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,220	19,326	1,780	1,784	1,967	1,682	2,171	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150
Cement shipments *(1,000 net tons)*	2,356	2,900	281	268	331	282	291	222	189	170	160	239	275	264	......
Coke production *(1,000 net tons)*	4,083	3,670	306	314	319	344	369	369	366	367	360	396	370	392	......
Cotton consumption *(1,000 lbs.)*	420,318	412,082	34,914	26,250	33,879	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529r	33,534	......
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,580	1,742	1,719	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,267	2,297	2,365	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	......
Pig iron production *(1,000 net tons)*	3,014	3,417	288	308	273	277	310	275	286	299	306	339	286	334	338
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	375	390	382	356	387	372	337	393	365	404	395	377	398
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	91.9	91.8	87.5	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	358	369	347	354	392	352	368	372	358	411	370	412	377
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	197,885r	189,104	182,258	266,854	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317r	194,881
Residential	1,016,144r	1,304,837	113,825r	104,379	121,438	97,227	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,524r	87,394
Nonresidential	593,847r	658,761	68,656r	54,850	29,614	128,712	36,233	49,530	29,385	79,159	46,131	57,669	53,305	99,508r	40,934
Public works and utilities	370,033r	685,716	13,317	29,875	31,206	40,915	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284r	66,553
Cement consumption *(1,000 net tons)*	1,410	1,496	147	128	151	129	149	117	104	65	77	126	108	......	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,388,334	4,993,002	440,355	401,520	470,780	422,418	429,125	415,287	460,925	409,115	421,672	492,090r	497,596	517,002	512,417
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,570	3,607	3,629	3,688	3,709	3729	3,775	3,814	3,836	3,898	3,882	3,889r	3,939
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	103,954	113,328	154,493	119,069	125,995	146,423	86,045	127,816	157,198	113,632	143,612	182,986	101,688
Franchise	33,784	37,481	2,397	1,630	4,723	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515
Gasoline (excl. aviation)	144,949	150,919	13,315	13,357	12,903	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705
Income	420,817	493,972	24,762	25,605	70,449	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573
Motor fuels	23,474	26,791	1,988	1,849	2,457	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127
Sales	415,947	456,694	42,045	39,243	38,535	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481
2.2% Gross receipts	20,168	25,861	37	6,179	99	3	6,794	56	8	6,731	106	30	6,669	199	......
TVA electric	19,109	19,652	1,360	1,360	1,360	5,576	......	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598
Tobacco	50,630	52,099	4,455	4,631	4,698	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330
Use	50,981	51,435	878	7,544	5,156	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655
Utility	70,910	79,978	6,492	5,631	6,899	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	195.3	196.7	197.8	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6
Food	192.2	211.4	213.8	215.0	215.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4
Housing	189.6	202.8	202.0	203.8	205.2	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5
Fuel and utilities	202.2	216.0	217.3	218.0	218.1	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0
Apparel and upkeep	154.2	159.6	159.9	158.0	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7
Transportation	177.2	185.5	185.5	187.2	188.1	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6
Medical care	202.4	219.4	217.9	219.4	221.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7
Energy	......	220.4	220.7	222.4	223.7	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	209.4	210.6	210.4	212.3	214.9r	215.7	217.5r	220.8r	224.1r	226.4	229.7	231.6	233.1
Industrial commodities	195.0	209.3	208.5	209.9	211.2	212.4	214.7	216.0	217.2r	220.0r	222.5r	225.1	228.6	231.1	233.5
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	213.0r	217.0	206.0	211.0	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0r	228.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.551	.512	.512	.508	.506	.502	.498	.495	.493	.489	.483	.478	.473	.467	.462
Wholesale prices	.515	.478	.480	.475	.475	.471	.465	.464	.460	.453	446r	.442	.435	.432	.429
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,623.3	1,635.0	1,610.5	1,612.4	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,639.8
Unemployment	114.0	101.0	108.3	117.4	100.6	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	128.7
Unemployment rate	7.4	6.3	6.7	7.2	6.2	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.8
Employment	1,420.0	1,492.0	1,515.0	1,517.6	1,517.9	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,511.1
Nonagricultural	1,269.2r	1,336.3	1,358.5	1,360.5	1,361.6	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,350.7
Manufacturing	354.3r	365.3	370.1	366.3	369.4	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	361.5
Durable goods	165.8r	178.7	181.2	180.6	181.1	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.4
Lumber and wood products	28.9r	30.0	30.6	30.6	30.7	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.1
Stone, clay, glass products	10.3r	10.8	11.0	11.0	10.9	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.7
Primary metals	42.2r	44.6	45.0	44.4	45.1	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0
Blast furn. and steel works	17.4r	18.4	18.5	18.6	18.6	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9
Iron and steel foundries	13.6r	14.7	15.0	14.7	14.9	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2
Fabricated metals	24.8r	25.3	25.8	25.1	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6
Machinery (incl. electrical)	27.0r	31.2	31.1	31.7	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2
Transportation	17.9r	20.1	20.5	20.9	20.8	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.4
Other durable goods	14.7r	16.7	17.2	16.9	17.1	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.4
Nondurable goods	188.5r	186.6	188.9	185.7	188.3	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	180.1
Food	27.3	27.3	27.4	27.5	27.6	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.6
Textile mill products	47.2r	45.6	45.8	45.4	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	42.7
Apparel	52.5r	52.9	54.1	50.9	53.5	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	51.1
Paper and allied products	20.2r	19.4	19.7	20.0	19.8	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5
Printing and publishing	9.6r	9.9	10.0	10.0	10.0	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8
Chemicals and allied products	15.1	15.2	15.4	15.4	15.3	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.5
Rubber products	13.0r	13.1	13.2	13.2	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3
Other nondurable goods	3.6r	3.2	3.3	3.3	3.4	2.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	988.4	994.2	992.2	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	989.2
Mining and quarrying	13.9r	13.6	15.9	15.9	16.0	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0
Bituminous coal mining	10.1r	9.8	12.0	12.0	12.1	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0
Contract construction	75.9	79.6	84.1	84.6	84.2	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.5
Trans., comm., and utilities	65.0r	69.2	70.1	71.1	71.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5
Trade	259.1r	268.9	270.7	271.5	272.2	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.2
Wholesale	70.8r	72.4	73.4	73.3	73.0	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.5
Retail	188.3r	196.5	197.3	198.2	199.2	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	199.7
Finance, insurance, real estate	55.4r	57.6	58.3	58.6	58.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2
Service and miscellaneous	179.3r	192.0	193.6	193.7	194.4	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.4
Government	266.3r	290.1	295.7	298.8	295.6	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	288.4
Federal	63.1r	64.3	65.1	64.8	64.7	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7
State and local	203.2r	225.8	230.6	234.0	230.9	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	224.7

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978							1979					
	1977	1978	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	31,378	23,746	26,571	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953
Nonagricultural placements	115,250	109,979	18,208	15,291	11,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	21,933	34,622	21,778	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457
Payments *($1,000)*	108,675	107,482	7,925	8,355	9,315	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,768	13,685	13,469	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,991
	4.2	6.5	8.6	8.3	6.7	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5
Baldwin	27,495r	29,408	30,414	31,062	29,943	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,852
	6.7r	6.0	6.0	7.9	5.6	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.4
Barbour	10,712r	11,180	11,235	11,235	11,388	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,644
	8.0	7.1	8.5	8.7	7.5	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4
Bibb	4,689r	5,124	5,339	4,808	5,230	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,051
	10.0r	9.4	8.5	8.5	71.1	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.5
Blount	13,097r	13,606	13,905	13,823	13,593	13,940	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,118
	7.1	5.8	5.4	5.8	4.6	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8
Bullock	4,143r	4,254	4,307	4,278	4,334	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,308
	6.3r	7.0	7.4	7.7	9.1	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.1
Butler	8,119r	8,373	8,462	8,743	8,581	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,766
	6.0	6.2	6.9	12.4	5.9	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.2
Calhoun	41,669r	42,709	43,167	43,698	42,585	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	42,838
	9.1r	7.3	7.2	8.6	6.9	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0
Chambers	17,508r	17,603	18,180	18,091	17,883	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	16,919
	4.6	5.3	5.6	6.0	5.1	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.3
Cherokee	8,912r	9,432	9,248	9,059	9,564	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,888
	6.9	5.7	7.3	7.7	6.0	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4
Chilton	11,540r	11,931	12,188	12,006	11,895	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,173
	8.0r	7.3	8.1	7.4	7.0	6.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.3
Choctaw	5,164r	5,353	5,380	5,592	5,350	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,565
	8.3r	7.2	7.0	10.1	6.0	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	8.0
Clarke	9,758r	9,790	9,877	9,980	9,632	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,190
	8.1r	8.2	9.3	10.5	8.1	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.5
Clay	5,375r	5,674r	5,675	5,912	5,691	5,829	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,818
	6.1	6.1	6.2	8.2	5.9	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2
Cleburne	4,556r	4,632	4,548	4,811	4,751	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,034
	5.8r	5.0	5.5	6.5	4.0	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8
Coffee	16,878r	18,137	18,373	18,653	18,670	18,791	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,544
	6.3r	4.9	5.3	5.6	4.5	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5
Colbert	21,544r	22,115	22,388	22,270	22,296	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,105
	9.9	7.2	6.3	6.4	5.9	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	7.8
Conecuh	5,993r	6,584	6,750	6,881	6,761	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,895
	7.5r	5.8	6.4	7.5	5.3	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	9.9
Coosa	4,557r	4,839	5,019	4,890	4,892	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,221
	6.5r	5.3	5.9	6.8	5.7	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1
Covington	15,004r	15,357	15,195	17,021	15,336	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,171
	7.4r	5.7	5.0	7.3	5.1	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3
Crenshaw	5,974r	6,431	6,980	7,185	6,409	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,464
	5.7r	5.4	6.8	7.1	5.2	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.3
Cullman	24,183r	24,681	24,949	24,660	24,295	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,433
	8.6	6.5	6.2	6.3	6.0	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.0
Dale	10,135r	10,171	10,206	10,411	10,224	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,355
	9.8	6.7	6.8	8.3	6.2	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.4
Dallas	21,675r	20,769	21,108	21,139	21,150	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	20,835
	9.3r	8.8	9.6	9.0	8.8	7.7	7.2		7.7	10.2	10.1	9.6	9.9	9.1	10.8
DeKalb	23,215r	24,498	24,812	25,828	25,645	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,339
	7.7	6.0	6.1	7.7	5.4	4.8	4.7	4.8	5.5	7.2	7.4	6.9	6.7	5.6	6.5
Elmore	15,217r	17,699	18,752	18,566	18,490	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,580
	5.0	4.8	5.8	5.1	4.6	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2
Escambia	15,117r	14,989	15,348	16,940	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,487	15,509	15,776	15,946
	8.7	6.8	6.9	9.8	6.4	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3
Etowah	37,982r	39,597	39,976	40,459	39,857	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,707
	9.0r	7.0	7.0	7.3	6.5	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	8.0
Fayette	9,020r	9,637	9,809	9,910	9,795	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,398
	7.6r	6.0	5.9	6.2	5.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6
Franklin	11,020r	11,067	11,128	11,400	11,224	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,266
	9.4r	7.7	6.8	8.0	6.9	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6
Geneva	10,118r	10,397	10,725	10,883	10,589	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,162
	9.6r	6.2	5.9	7.2	5.3	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.3
Greene	3,678r	4,332	4,404	4,507	4,417	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,092
	16.2	10.0	10.6	9.0	8.3	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.7
Hale	4,769r	4,811	4,839	5,218	4,728	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,617
	12.5r	10.6	9.7	13.9	8.4	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.1
Henry	6,195r	6,776	6,832	6,929	7,031	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,682
	5.9	6.9	7.8	8.3	7.5	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2
Houston	35,761r	38,083	38,376	38,664	39,645	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293
	5.3r	5.3	5.5	6.8	5.4	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8
Jackson	20,465r	20,333	20,629	20,952	20,616	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,533
	10.0r	6.9	7.1	8.3	6.8	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.7
Jefferson	306,289r	302,793r	302,115	305,353	303,542	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	307,415
	6.7r	5.4	5.3	5.8	5.0	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.5
Lamar	6,857r	7,949	7,845	7,953	7,767	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,987
	5.3r	5.5	5.4	10.7	4.7	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.9
Lauderdale	30,565r	32,496	33,547	33,466	33,222	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,721
	7.3	5.9	6.3	6.7	5.4	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4
Lawrence	10,521r	12,566	13,127	13,194	13,147	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,197
	9.7r	7.3	6.9	7.3	6.2	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.9
Lee	29,544r	31,733r	32,909	32,163	31,782	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,475
	4.2r	4.0	4.0	5.7	4.2	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7
Limestone	18,477r	19,819	20,294	20,579	20,271	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,731
	7.8	6.6	7.3	7.2	6.7	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.1
Lowndes	4,000r	4,376	4,350	4,513	4,545	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,445
	10.2	7.4	7.9	9.0	8.0	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.3
Macon	7,104r	7,231	7,483	7,443	7,490	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,091
	7.5r	6.4	7.1	7.5	7.9	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.3
Madison	84,800r	86,159r	87,274	87,265	87,882	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,306
	7.6	6.1	7.3	5.9	7.4	5.4	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.2
Marengo	8,718r	8,839	9,187	9,298	8,931	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,642
	9.0r	6.8	7.1	8.7	6.1	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.1
Marion	10,954r	11,612r	11,582	11,898	11,585	11,758	11,755	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,041
	6.2	6.6r	5.6	7.6	5.1	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1
Marshall	24,156r	27,349	28,216	29,296	28,365	28,351	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,850
	7.3	7.1	7.2	9.3	7.2	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1
Mobile	145,471r	149,460r	154,159	153,594	150,988	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	156,491
	8.5r	7.2	7.9	7.6	7.1	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.4

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978							1979					
	1977	1978	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r 7.7r	11,134 6.8	11,811 7.1	11,937 9.8	11,643 5.8	11,813 5.4	11,740 5.9	11,502 6.0	11,228 6.7	11,381 7.9	11,314 8.1	11,736 12.0	11,186 6.8	11,352 7.4	11,364 8.9
Montgomery	80,505r 6.2r	83,586r 5.5	85,447 6.2	85,309 6.3	85,129 6.0	84,182 5.7	84,720 5.5	84,332 5.2	84,298 5.2	82,981 5.8	83,778 5.8	83,603 5.3	84,535 5.3	85,932 5.2	89,417 6.8
Morgan	33,631r 7.9r	34,984r 6.5r	35,838 6.9	35,500 6.8	36,044 6.9	35,395 5.6	35,638 5.5	35,379 5.7	35,296 6.1	35,156 8.0	35,438 7.7	35,440 7.3	35,596 6.8	35,912 6.5	36,158 7.8
Perry	4,456r 9.4r	4,610r 8.4	4,839 9.8	4,821 10.2	4,651 9.3	4,867 8.1	4,852 7.0	4,677 7.2	4,542 7.0	4,608 7.6	4,655 9.8	4,621 7.7	4,663 6.5	4,872 7.0	4,867 9.5
Pickens	8,401r 9.1r	8,101 8.7	8,301 9.6	7,981 9.0	8,155 7.9	8,072 7.7	8,050 7.6	7,846 8.5	7,752 7.7	7,655 8.2	7,690 10.0	7,656 8.1	7,725 10.1	7,840 8.8	7,790 8.9
Pike	12,120r 5.5	1[illegible],457 5.2	13,051 5.2	12,922 6.2	12,380 5.6	12,324 5.4	13,188 4.6	12,759 4.5	11,690 5.1	11,430 5.9	12,420 7.3	11,701 4.8	11,929 4.8	12,197 4.7	12,250 6.2
Randolph	8,007r 8.0	8,140 10.4	8,259 10.4	8,461 13.7	8,201 10.9	8,384 10.6	8,516 9.0	8,359 8.5	7,671 8.4	7,752 10.5	7,955 14.3	7,832 10.9	7,839 10.2	7,808 10.0	7,555 10.8
Russell	18,397r 8.1r	18,407 7.2	18,773 7.9	18,655 7.8	18,780 7.8	18,619 7.7	18,414 6.7	18,533 7.0	18,491 6.8	17,220 9.0	17,231 9.2	17,165 8.8	17,071 7.8	17,300 8.2	17,545 8.9
St. Clair	11,759r 6.6r	15,399 4.9	16,646 4.7	16,802 5.1	16,734 4.5	16,578 4.5	16,662 4.7	16,571 4.2	16,737 4.9	16,592 6.5	16,578 6.1	16,558 5.9	16,726 5.8	16,876 5.7	16,932 5.9
Shelby	17,057r 6.2r	22,682 6.5	24,619 6.9	25,132 8.2	25,031 7.7	24,686 7.2	24,546 6.4	24,381 5.8	24,645 6.6	24,384 8.0	24,115 6.7	23,978 6.0	24,275 6.2	24,410 5.7	24,769 7.0
Sumter	6,527r 6.3r	6,571 5.9	6,572 6.6	6,693 7.8	6,541 7.1	6,839 5.3	6,894 6.4	6,613 5.7	6,525 5.3	6,300 6.4	6,363 7.6	6,357 6.2	6,526 6.4	6,572 6.4	6,481 6.5
Talladega	26,283r 9.4r	26,864 8.3	27,259 8.4	27,854 10.3	27,329 8.9	26,932 7.4	27,183 7.6	27,076 7.6	27,550 9.4	27,083 9.4	27,328 10.0	27,043 9.7	27,363 10.1	27,819 10.1	27,787 11.2
Tallapoosa	15,852r 5.7	16,081 5.5	16,633 6.5	16,447 6.3	16,267 5.6	16,063 5.0	16,131 5.3	16,023 4.8	16,136 5.7	15,925 6.2	15,956 6.5	15,885 6.2	16,062 6.5	16,221 5.8	16,455 7.2
Tuscaloosa	51,787r 7.0	51,592 6.9	51,702 7.9	50,605 7.4	51,397 6.7	51,097 5.6	51,502 5.3	51,484 6.1	51,252 5.8	50,597 7.2	51,316 7.5	51,224 6.6	51,520 6.1	51,783 6.2	50,723 6.5
Walker	22,896r 7.1r	28,938 6.8	31,306 7.8	31,455 7.7	30,920 5.9	30,628 5.9	30,654 5.7	30,554 5.4	30,768 5.9	31,189 9.5	31,714 10.7	30,932 8.3	31,318 8.4	31,531 8.1	31,885 9.1
Washington	6,772r 6.3r	5,654 10.1	5,752 12.2	5,787 12.6	5,626 11.4	5,761 10.4	5,682 9.8	5,462 9.3	5,402 9.7	5,215 12.1	5,222 13.2	5,210 14.1	5,236 11.3	5,398 11.3	5,224 12.2
Wilcox	4,676r 11.1r	4,861r 7.1	4,871 8.4	4,915 7.4	5,079 6.5	5,068 6.4	5,208 6.0	5,103 6.7	4,989 6.9	4,887 10.3	5,053 11.4	4,949 9.3	4,951 9.0	5,095 8.8	5,020 9.6
Winston	6,771r 10.1r	7,432 8.9	7,251 8.2	7,392 8.4	7,532 7.9	7,585 6.8	7,632 6.6	7,435 6.6	7,332 9.0	7,222 10.8	7,287 13.9	7,322 12.6	7,345 9.8	7,625 11.1	7,364 11.4
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	86,497	125,505	78,470	111,479	60,644	142,941	33,938	49,055	39,032	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	3,326	5,644	3,210	4,478	1,652	3,775	671	1,007	1,210	......	......	......	......
Exports															
Value *($1,000)*	708,588r	913,311	69,870	73,256	66,736	62,040	100,519	75,010	69,267	63,685	67,597	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	673	1,192	939	639	900	732	522	498	696	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	3,225	3,580	4,194	2,754	2,898	2,836	2,800	2,374	2,419	3,142	3,603	3,051	......
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	1,762	2,284	2,303	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	......
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	191,547	185,047	194,090	177,648	184,223	177,758	182,386	176,921	161,156	179,910	......	......	......
New passenger car registrations[10] *(number)*	178,909	176,113	16,072	15,955	16,506	11,630	14,842	12,994	14,860	13,889	12,925	15,562	15,526	17,359	......
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	235	233	230	234	233	228	248	224	223	250	238	249	271
General stores with food and gas	158	188	17	17	17	17	17	16	17	16	15	18	18	19	20
General merchandise	1,636	1,778	112	141	149	140	146	174	269	119	120	146	155	158	106
Apparel	386	423	31	32	36	34	36	38	63	32	28	37	40	36	33
Furniture, furnishings, etc.	412	461	39	39	40	39	38	40	48	38	37	42	39	43	42
Automotive	2,349	2,708	254	243	248	216	244	214	203	205	208	261	235	247	212
Gasoline service stations	851	859	77	77	80	73	74	71	77	72	67	82	77	82	84
Lumber and building materials	728	850	79	74	76	77	81	77	67	60	57	76	72	82	79
Hardware and farm implements	365	423	39	36	37	34	41	36	33	27	28	37	39	39	37
Eating places	690	809	70	70	72	69	69	67	71	65	64	77	75	77	72
Drug stores	334	362	29	28	30	29	30	30	38	34	32	33	32	35	32
All other retail	1,763	1,968	166	157	164	161	168	162	193	154	152	185	187	206	178
Total sales by retail concerns	12,108	13,537	1,150	1,148	1,177	1,124	1,167	1,154	1,327	1,046	1,030	1,244	1,207	1,273	1,166
Nonretail and unclassified concerns	4,026	4,573	380	365	410	377	430	417	449	349	378	432	405	460	422
Total all sales at retail	16,135	18,110	1,529	1,513	1,587	1,501	1,597	1,571	1,777	1,395	1,409	1,677	1,612	1,733	1,588
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	35,763	31,214	34,747	31,846	33,511	30,552	35,422	27,102	26,195	36,285	32,362	38,492	33,446
Birmingham	4,328,519	4,856,558	415,997	411,735	421,640	402,631	439,218	423,912	481,371	398,932	388,298	452,259	441,365	458,105	445,255
Florence	400,209	462,969	41,434	40,312	41,741	37,880	39,246	39,264	45,810	36,557	35,489	44,027	41,739	45,469	38,466
Gadsden	320,993	371,328	33,064	32,913	33,264	31,654	33,002	31,417	34,554	29,126	28,433	34,668	33,741	34,646	32,897
Huntsville	1,007,895	1,110,227	97,233	95,770	99,291	89,814	98,122	94,980	101,993	82,994	82,388	102,586	98,713	105,738	94,983
Mobile	1,549,980	1,757,700	156,959	150,634	150,884	138,736	144,390	142,559	157,739	136,671	129,208	158,997	157,807	162,323	146,298
Montgomery	1,024,454	1,196,843	104,743	99,797	106,045	99,458	103,683	100,869	109,121	87,070	94,575	108,643	104,208	109,114	107,157
Tuscaloosa	432,745	474,953	40,996	38,448	42,121	42,063	41,010	41,471	44,105	37,350	36,539	41,781	40,738	43,471	41,670
Counties															
Autauga	74,313	85,288	7,035	7,366	7,080	6,627	6,886	6,404	6,499	6,569	7,691	7,867	8,283	7,901	7,695
Baldwin	239,838	273,318	25,469	24,359	23,990	21,352	22,102	21,306	21,996	19,554	19,759	25,494	24,955	27,344	26,809
Barbour	52,971	56,554	5,004	4,580	4,629	4,623	4,543	4,312	5,548	4,229	4,256	5,368	5,224	5,414	5,076
Bibb	24,809	27,255	2,549	2,233	2,480	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,268	2,322	2,487
Blount	76,414	76,382	6,936	6,439	7,017	6,120	6,722	6,139	6,708	5,615	5,324	7,056	6,570	7,395	7,947
Bullock	23,073	24,934	2,177	2,219	2,022	2,078	2,033	2,322	2,304	2,314	2,275	2,345	2,151	2,389	2,779
Butler	51,764	59,353	5,140	4,983	5,163	4,914	5,077	4,524	5,650	4,865	4,302	5,489	5,333	5,568	5,361
Calhoun	336,906	378,338	35,763	31,214	34,747	31,846	33,511	30,552	35,422	27,102	26,195	36,285	32,362	38,492	33,446
Chambers	61,409	68,953	6,159	5,762	6,043	5,940	6,117	6,384	6,291	6,005	5,407	6,783	6,691	7,007	7,306
Cherokee	42,290	46,189	3,809	3,565	3,599	3,625	5,451	4,324	4,142	3,430	3,253	4,547	4,486	4,792	4,590
Chilton	63,615	72,620	6,667	6,242	6,174	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,426	7,242	6,793
Choctaw	31,962	37,245	3,147	3,084	3,242	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,558	3,553
Clarke	83,401	88,097	7,702	7,719	7,406	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,854	8,098	8,011
Clay	23,313	25,512	2,117	2,155	2,114	2,157	2,484	2,247	2,408	2,033	1,917	2,259	2,170	2,135	2,164
Cleburne	17,457	18,897	1,720	1,652	1,665	1,447	1,601	1,705	1,516	1,321	1,481	1,782	1,633	1,731	1,742
Coffee	109,147	127,746	11,186	10,905	11,310	10,555	10,841	10,577	12,055	10,484	11,432	12,909	12,827	13,361	11,397

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978							1979					
	1977	1978	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	19,800	19,546	20,286	18,128	18,723	18,281	20,964	18,841	18,853	21,486	20,769	23,656	17,103
Conecuh	35,603	38,525	3,414	3,531	3,442	3,284	2,990	2,746	3,143	3,091	2,635	3,439	2,954	3,143	2,793
Coosa	13,601	14,895	1,397	1,227	1,380	1,304	1,273	1,281	1,320	1,162	1,141	1,380	1,280	1,281	1,355
Covington	113,295	125,895	11,001	10,824	10,423	10,603	11,074	10,265	10,549	9,544	9,529	12,212	12,568	12,178	11,635
Crenshaw	27,786	31,640	2,911	2,553	2,645	2,375	2,683	2,710	2,793	2,284	2,227	3,125	2,978	3,574	3,276
Cullman	187,575	215,399	19,714	18,812	18,382	17,722	19,572	18,812	18,716	16,698	16,676	20,955	20,714	22,773	21,830
Dale	68,240	75,869	6,644	6,185	6,600	6,202	6,488	6,358	7,762	6,030	5,840	8,539	8,184	8,635	6,975
Dallas	175,594	194,607	17,163	16,282	16,425	16,114	16,994	15,839	18,316	15,144	15,001	18,773	17,757	18,909	17,958
DeKalb	130,363	147,697	13,532	12,411	13,080	13,329	13,358	12,446	13,041	11,175	10,625	13,584	12,875	14,195	13,190
Elmore	70,140	77,805	6,958	6,272	6,290	6,265	6,372	6,281	6,622	5,864	6,271	7,125	6,861	7,263	7,172
Escambia	127,926	142,384	12,040	11,807	12,631	11,360	12,739	12,208	13,546	10,617	10,485	12,551	11,890	12,598	12,561
Etowah	320,993	371,328	33,064	32,913	33,264	31,654	33,002	31,417	34,554	29,126	28,433	34,668	33,741	34,646	32,897
Fayette	78,218	89,529	8,573	7,208	7,492	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,403	8,514
Franklin	81,682	91,365	9,738	8,958	9,442	6,856	7,053	7,341	7,363	6,226	6,228	9,951	9,333	8,681	9,432
Geneva	90,583	99,129	8,622	7,688	8,917	9,252	8,225	7,897	8,785	7,684	7,897	9,324	9,630	10,112	8,960
Greene	15,674	19,818	1,732	1,587	1,577	1,619	1,697	1,492	1,644	1,193	1,348	1,772	1,576	2,020	1,734
Hale	27,512	30,557	2,904	2,418	2,762	2,601	2,526	2,521	2,740	2,334	2,343	2,881	3,168	2,925	2,805
Henry	38,414	43,841	3,876	3,538	4,039	3,657	3,744	3,558	4,092	3,514	3,258	4,277	4,133	4,128	3,948
Houston	380,869	429,803	37,894	34,008	35,229	34,920	39,220	36,377	40,442	34,542	35,034	38,328	35,511	38,190	36,287
Jackson	133,812	147,746	13,245	12,262	12,678	12,838	12,820	12,468	12,926	10,760	10,611	13,926	13,947	14,139	13,253
Jefferson	3,854,080	4,307,024	366,041	361,665	370,406	356,075	389,987	375,694	434,378	354,838	344,518	399,396	391,615	403,185	397,158
Lamar	25,669	30,047	2,860	2,497	2,536	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,876	3,174	2,960
Lauderdale	210,477	242,869	21,634	20,766	21,455	19,752	20,523	20,983	24,846	17,716	16,636	22,541	20,970	21,813	21,363
Lawrence	47,520	53,251	4,719	4,289	4,721	4,283	4,645	4,512	5,189	4,788	3,852	5,224	5,156	5,662	6,209
Lee	220,081	251,615	21,589	20,811	21,022	21,474	22,867	21,524	22,488	20,601	19,761	23,040	23,360	24,097	22,921
Limestone	111,708	128,949	11,521	11,478	11,462	10,264	11,602	11,100	11,262	9,245	9,052	11,874	11,977	12,979	11,565
Lowndes	18,696	21,844	1,778	1,887	1,743	2,006	2,112	1,731	2,469	1,718	1,658	1,969	1,916	2,079	2,104
Macon	38,802	43,409	4,014	3,538	3,646	4,001	3,847	3,472	3,572	3,719	3,260	4,024	3,764	3,910	3,767
Madison	650,561	712,693	61,316	60,668	64,228	57,876	62,615	61,299	66,144	52,838	52,704	65,220	63,239	66,390	59,616
Marengo	69,963	72,357	6,383	5,493	5,682	5,994	6,722	6,000	6,260	5,520	5,521	6,765	5,735	8,532	6,701
Marion	71,945	65,426	6,096	5,712	5,790	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,256	7,397	6,403
Marshall	245,626	268,585	24,396	23,624	23,601	21,674	23,905	22,581	24,587	20,911	20,632	25,492	23,497	26,369	23,802
Mobile	1,310,142	1,484,382	131,490	126,275	126,894	117,384	122,288	121,253	135,743	117,117	109,449	133,503	132,852	134,979	119,489
Monroe	99,183	156,798	14,181	11,597	11,979	11,761	12,761	11,897	11,979	8,141	8,584	10,405	8,961	9,250	6,699
Montgomery	880,001	1,033,750	90,750	86,159	92,675	86,566	90,425	88,184	96,000	74,637	80,613	93,651	89,064	93,950	92,290
Morgan	424,408	464,592	39,468	35,985	37,019	38,217	40,948	35,403	36,677	32,917	30,665	35,032	45,933	45,008	38,353
Perry	25,212	28,053	2,343	2,362	2,342	2,806	2,454	2,398	2,646	2,178	2,078	2,668	2,628	2,754	2,653
Pickens	42,799	47,704	4,226	3,965	3,932	3,884	4,161	4,226	4,303	3,265	3,575	4,485	4,013	4,776	4,843
Pike	78,968	89,389	7,459	7,528	7,428	7,473	7,734	7,271	8,172	6,594	6,162	8,005	8,210	8,849	7,572
Randolph	47,582	51,960	4,312	4,122	4,098	4,106	4,413	4,231	4,989	4,214	3,872	4,608	3,988	4,309	4,345
Russell	74,833	83,268	7,171	7,168	7,446	6,940	6,976	6,928	7,189	6,388	6,091	7,454	7,196	7,768	7,820
St. Clair	74,776	94,879	8,217	8,618	9,597	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,351	10,092	9,802
Shelby	198,671	231,350	20,932	20,795	21,678	18,557	20,947	20,840	19,431	18,584	18,488	21,776	20,365	23,756	18,751
Sumter	28,493	30,578	2,576	2,595	2,671	2,632	2,786	2,567	2,875	2,408	2,203	2,925	2,626	2,954	2,843
Talladega	167,255	184,561	16,231	15,395	16,749	15,507	16,007	15,060	17,621	14,901	14,290	17,672	16,447	17,994	16,477
Tallapoosa	107,804	116,459	10,416	9,578	10,026	9,492	10,331	9,030	10,266	8,444	8,159	10,329	9,500	10,198	10,305
Tuscaloosa	432,745	474,953	40,996	38,448	42,121	42,063	41,010	41,471	44,105	37,350	36,539	41,781	40,738	43,471	41,670
Walker	200,992	223,305	20,807	20,657	19,959	19,667	19,697	19,321	19,725	17,970	18,015	21,630	20,034	21,072	19,544
Washington	20,696	23,013	1,959	2,047	2,226	1,906	1,949	2,066	2,205	1,902	1,967	2,126	2,138	2,395	2,168
Wilcox	26,164	29,989	2,662	2,648	2,539	2,327	2,415	2,644	2,570	2,437	2,803	2,879	2,635	[illegible]	2,873
Winston	66,452	79,900	7,469	6,786	7,509	7,152	7,189	5,805	6,943	6,202	6,441	7,466	7,230	8,757	8,302
Statewide[11]	2,603,581	2,908,331	196,511	232,938	266,200	246,538	261,934	287,151	355,786	208,671	245,340	278,966	247,369	295,023	235,680
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	671	821	808	1,779	367	915	465	794	1,122	551	793	840	1,195
Residential	3,641	5,366	314	346	524	1,194	221	587	273	186	268	412	84	378	238
Nonresidential	7,374	3,482	266	394	132	510	103	70	110	514	757	26	554	317	866
Birmingham															
Building permits ($1,000)															
Total	82,340	115,704	15,470	5,700	5,351	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367
Residential	26,683	30,517	1,397	1,381	1,600	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964
Nonresidential	23,658	38,577	9,655	395	572	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839
Decatur															
Building permits ($1,000)															
Total	44,141	49,063	6,207	4,504	4,900	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397
Residential	13,610	14,710	1,282	1,085	1,233	1,114	1,157	994	820	689	796	1,003	1,158	1,472	1,366
Nonresidential	29,259	32,950	4,759	3,290	3,513	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860
Dothan															
Building permits ($1,000)															
Total	25,744	17,171	1,459	1,243	1,214	2,179	1,207	1,530	1,869	3,086	1,797	3,642	2,363	1,497	2,923
Residential	12,313	7,434	798	696	671	448	727	507	584	810	1,058	1,152	1,400	979	1,765
Nonresidential	10,847	7,194	408	307	379	1,496	155	778	1,100	2,031	550	2,263	696	203	808
Gadsden															
Building permits ($1,000)															
Total	23,217	16,498	1,358	678	6,720	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101
Residential	4,349	5,904	465	135	1,752	197	299	2,149	36	188	122	190	1,515	564	559
Nonresidential	16,334	8,588	576	427	4,967	544	15	17	18	359	1,063	174	253	294	298
Huntsville															
Building permits ($1,000)															
Total	41,647	60,331	6,902	6,055	4,136	3,905	3,427	5,427	5,390	4,061	2,818	7,584	5,812	3,380	5,765
Residential	22,982	29,097	3,665	3,276	1,743	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842
Nonresidential	12,740	25,497	2,667	2,453	1,887	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545
Mobile															
Building permits ($1,000)															
Total	102,479	78,754	14,172	6,709	3,942	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520
Residential	52,028	25,381	1,914	828	1,182	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470
Nonresidential	40,244	41,272	10,741	4,680	1,833	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864
Montgomery															
Building permits ($1,000)															
Total	80,309	88,523	6,492	4,541	5,081	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798
Residential	36,563	42,252	4,173	2,123	2,718	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046
Nonresidential	35,762	36,716	1,513	1,589	1,538	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978							1979					
	1977	1978	June	July	Aug	Sept	Oct	Nov	Dec	Jan.	Feb.	Mar.	April	May	June
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits (*$1,000*)															
Total	34,845	34,412	4,171	1,850	3,922	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146
Residential	17,430	16,330	1,204	899	1,562	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216
Nonresidential	14,122	15,011	2,735	747	2,101	1,278	564	155	250	74	595	86	820	700	658
Selma															
Building permits (*$1,000*)															
Total	4,859	6,474	418	309	339	262	1,592	554	289	561	402	995	450	426	538
Residential	2,546	1,765	260	130	148	180	110	195	202	450	264	351	159	274	234
Nonresidential	1,075	3,296	8	80	......	4	1,276	247	......	43	......	463	101	48	92
Tuscaloosa															
Building permits (*$1,000*)															
Total	38,714	29,257	1,640	1,560	2,738	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737
Residential	25,828	16,549	1,128	838	1,894	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221
Nonresidential	9,550	8,916	294	568	462	2,418	1,941	254	380	139	492	798	192	422	103

NOTE: A complete listing of data sources is available in the April 1977 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. *r* Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Energy "Hotline" Available to Alabamians

Energy conservation goes hand-in-hand with something very close to our hearts and wallets: money conservation.

The Alabama Energy Extension Service (AEES)—through its statewide, toll-free, energy "Hotline"—provides an opportunity to find out how to conserve both money and energy. The "Hotline" is available from 8:00 a.m. until 4:00 p.m., Monday through Friday, to offer personalized help on individual problems.

Tuscaloosans may use this free service by dialing 348-4523; Alabamians outside Tuscaloosa County may dial the toll-free number, 1-800-452-5901.

Sponsored by the Department of Energy, the "Hotline" has been established to help Alabama consumers reduce their utility bills by using the most energy efficient home heating and cooling equipment and alternate sources of energy such as wood. Everyone is urged to take advantage of this free service.

Qualified speakers are also available to interested groups, civic clubs, or businesses. These speakers present informal, illustrated talks designed to fit each group's interests. The service is free, and the AEES is now scheduling speakers for October 1979 through March 1980. To make your request for a speaker, contact Gayle Wells, Information Specialist, 1-800-452-5901.

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The Economy in Perspective:

The Importance of Economic Forecasts

According to both government and private analysts, we are now entering the long-anticipated 1979 recession. Real output is now estimated to be falling and is expected to continue falling through the remainder of the year. Unemployment is expected to rise by year-end.

The emergence of a recession at this time is consistent with historical business cycle trends. The composite index of 12 leading indicators, compiled by the U.S. Department of Commerce, reached a peak in October 1978. Since then, the trend of the composite index has been downward, except for minor fluctuations. This time-lag of nine months is about the same as that observed for the past three recessions.

For the past year, many economists have been forecasting a recession to begin about mid-year 1979. Present developments seem to vindicate those predictions. The accuracy of forecasting is not surprising. Economists' predictions are not hunches pulled out of thin air, but are careful analyses based on interpretation of objective data concerning investment, inventories, credit market conditions, consumer buying patterns, etc.

Among the general public, one can sometimes sense a feeling of distrust and hostility toward economic forecasts, especially when a recession is foreseen. To an extent, this feeling may be explained as the natural reaction of people to the bearer of bad news. In ancient times, it was occasionally the practice to execute the messenger who brought word of a battlefield defeat, as if such action would alter the facts.

But the real objection to economic forecasts of recession goes deeper than emotional rejection. Sometimes people will say that economic forecasts are merely self-fulfilling prophesies. This is a serious issue, deserving of careful attention. It is based on an awareness of the importance of expectations as a force shaping economic behavior.

In the areas of construction, fixed capital investment, and inventory policy, expectations about the future rate of economic growth are important behavioral factors which affect present output and employment. If a decrease in aggregate demand is widely anticipated, it will lead to the adoption of conservative business policies which will contribute to the forecast reduction of aggregate demand. Fortunately, economic forecasts are seldom unanimous and are frequently discounted in the process of public opinion formation. These tendencies counteract the self-reinforcing aspects of economic forecasts.

While expectations are an important determinant of economic decisions, they are not the sole determinant. A fundamentally weak economy, with low productivity, foreign trade imbalances, etc., cannot be made to prosper solely by overly optimistic propaganda. Neither is it likely that a basically sound economy can be much harmed by unjustified cries of gloom and doom. Harm will be minimized if economic forecasters recognize an obligation to report the objective facts and avoid any tendancy toward sensationalism.

Economic forecasts are produced because they serve a valuable purpose. For government fiscal and monetary policymakers, the forecast of a developing recession is essential in order to trigger policy actions which may shorten or cushion the economic contraction. For private business also, such forecasts are immensely valuable. Foreknowledge of an impending recession enables the firm to take action to protect its financial integrity. By adjusting inventories, capital expenditure budgets, and cash positions, a firm may be able to ride out an economic contraction which otherwise might have bankrupted it. To the extent that forecasts enable businesses to retrench and survive periods of recession, society is spared the severe economic disruption of massive business failures and liquidity collapse at every downturn of the business cycle.

—Ronald E. Bird
Assistant Professor of Economics

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Consumerism and the Elderly

by

Elizabeth B. Goldsmith*

Population trends in the United States indicate that people aged 65 years and older will soon represent 20% of the nation's population. Finding an appropriate and acceptable term to designate this age group presents a terminology problem. For example, in its broadest sense, the term *elderly* means an older person; but it usually conjures up the misleading image of a 98-year-old widow in a nursing home rocking chair. In reality, only about 5% of persons in the United States aged 65 and over are living in institutions. The vast majority are living independently in their own homes, allocating their financial resources to meet their daily needs. In this article, the term *elderly* refers to all people who are 65 years of age or older.

The elderly population in this country represents a potential market of more than $60 billion per year.[1] In fact, given the U.S. growth pattern, this group will soon represent more buying power than the currently much-sought-after "youth market." Despite this, there has been little scholarly research published about consumerism and the elderly, although an occasional article appears in marketing or consumer journals. A growing number of service articles are beginning to appear in popular magazines and newspapers in regard to retirement planning, social security, medicare, and specific consumer frauds directed against the elderly.

The 1971 White House Conference on Aging identified four basic areas which are of utmost concern to the elderly consumer: (1) increased product safety, (2) increased product and service information, (3) increased product and service selection, and (4) increased information feedback. This final area is extremely important since it identifies the need to develop means whereby older consumers may voice their opinions regarding the marketplace and its products to those in positions of authority in government and business.

Besides the sheer growth in the number of elderly consumers and the buying power they represent, there are societal factors involved in the growing political and marketplace power they represent. Senior citizens of today were adults during the Great Depression of the 1930s. For the most part, they did not expect government to solve their problems then, and they do not expect government to do so now. Many of them do not realize the scope of the services available to them, while others simply choose not to take advantage of such services.

The age groups just beginning to reach age 65, however, are currently living in an era of social services and will expect these services to continue. These people are accustomed to speaking up and asking for things, and they will put a lot of pressure on elected officials to provide for their needs.

Purchasing Methods of the Elderly

It is difficult to generalize about older people because of the many variations in health, incomes, families, environments, and personalities, but some beginning research has been done on the typical purchasing methods of the elderly. Based on this research, the following generalities can be made:

1. The elderly often have extreme brand loyalty. If they have bought a certain brand of detergent for 30 years, they probably will not switch to a store brand or a sale brand. This could be due to habit, stubbornness, rejection of new products, fear of risk, belief in advertisements, or ego significance (coming "down" to cheaper brands).
2. Many of the elderly do not understand unit pricing or open-dating. Often, unit prices on shelves and open-dating on products (for example, on milk) are very difficult for them to find and read.
3. Big chain stores are often not in elderly neighborhoods, and many of the elderly do not have transportation available to them to go out to these stores.
4. The elderly like the personal attention of clerks at the neighborhood "Ma and Pa" stores or the corner drug store. Although they may not get the best prices at these places, their need for social contact is fulfilled. Door-to-door salesmen also fulfill this need for social contact.
5. If the elderly are forced to save money, they will usually cut services first. Often the TV set or roof will go unrepaired. Many elderly may also forgo services because they fear having strangers in their house to do repairs.
6. Besides the proximity of stores and the personality of shopkeepers, when shopping the elderly also take into consideration the carrying of groceries, the crossing of busy streets, and the enduring of bad weather.
7. Many elderly who qualify for food stamps will not use them because food stamps "smack of charity," and many others do not even realize that they qualify to receive them. Food stamps are also difficult to purchase because they require a monthly excursion to the food stamp office—and transportation is often a major problem for the elderly.
8. The elderly, according to one study, prefer to shop in the morning, and 54% of them shop without specific buying plans.[2]
9. Older persons rely heavily on personal experience and the advice of friends and relatives in acquiring new product information.[3] They are also strongly influenced by advertising in newspapers and on television and radio because of the large amount of leisure time they have to consume these forms of mass media.
10. Older consumers use coupons less often than the population as a whole.

Consumer Fraud and the Elderly

Americans display a number of attitudes towards older people: they (1) prey on them, (2) ignore them, (3) help them, (4) accept them, (5) follow them. Unfortunately, there are a number of people in our society who take advantage of the elderly consumer through fraudulent schemes.

All age groups are exposed to some consumer frauds. For example, fraud areas such as bust developers and acne creams cause problems for teenagers and young adults. Some fraud areas, however, seem to be particularly directed at the elderly. The 1971 White House Conference on Aging made several

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*Dr. Goldsmith is Assistant Professor in the Department of Consumer Sciences, School of Home Economics, The University of Alabama. Information in this article was originally presented in June 1979 in *Consumer Frauds and the Elderly: A Sourcebook*, a compilation which was a part of a curriculum development grant funded by the Center for the Study of Aging at The University of Alabama.

[1] R. E. Klippel, "Marketing Research and the Aged Consumer: The Need for a New Perspective," *Journal of Academy of Marketing Science* 2 (Winter 1974): 243.

[2] J. Barry Mason and William O. Bearden, "Profiling the Shopping Behavior of Elderly Consumers," *The Gerontologist* 18 (October 1978): 456-57.

[3] Leon G. Schiffman, "Sources of Information for the Elderly," *Journal of Advertising Research* 11 (October 1971): 33-37.

recommendations of possible solutions for reducing crime against the elderly and also suggested that older people are particularly susceptible to fraud and confidence games. Studies have shown that the elderly have a tendency to trust "down to earth" types of salespeople and therefore are particularly open to door-to-door sales frauds. As the elderly proportion of the population increases, more and more attention will be paid to taking financial advantage of this age group.

The National Scene. Frauds are basically deceptions. Norman E. Bottoroff of the State of Hawaii Office of Consumer Protection provides a *Fact Sheet* in which "unfair and deceptive business practices" are defined as any act by a vendor which unfairly or deceptively: (1) induces a consumer to make a purchase through misrepresentation or through misleading or false advertising; (2) cheats a consumer out of what he is entitled to under the terms of an agreement through nondelivery of merchandise, intentional nonfulfillment of contract, or nonperformance of warranties or guarantees. Mr. Bottoroff notes, "There is little doubt that the elderly are more vulnerable to high pressure sales tactics than most segments of the population."

Several consumer experts from other states voice the same opinion as Mr. Bottoroff. They also agree that although young and old alike are subjected to consumer frauds, the elderly are the prime target. Laurie Smith of the State of Arkansas Office of Attorney General notes that Arkansas in particular has problems because it is second only to Florida in the percentage of resident senior citizens. Southern, warm weather states with high retiree populations thus seem particularly popular with con artists.

Frauds are not exclusively the concern of State Aging Commissions, State Consumer Protection Agencies, or Better Business Bureaus. Major Michael Donahoe of the Pennsylvania State Police provides full-time crime prevention troopers with a lesson plan entitled "Crimes of Fraud." The troopers use the lesson plan to present community programs. As Major Donahoe notes, "Crimes of fraud are particularly tragic when perpetrated against the elderly because the financial impact on fixed incomes is so great." The elderly cannot bounce back psychologically or financially from a fraud as well as most younger people can.

The Alabama Perspective. Beverly Hughes, former Education and Information Specialist of the State of Alabama Governor's Office of Consumer Protection, notes that the main frauds aimed at older people in Alabama relate to home improvements, door-to-door sales, exterminating jobs, mail order health insurance, automobile repairs and sales, and work-at-home schemes. Ms. Hughes says that door-to-door sales frauds work well on older people because they are lonely and enjoy having the company the salesperson provides. When the salesperson becomes insistent that they buy something, however, they feel threatened and often will sign anything to get the salesperson out of the house.

Ms. Hughes notes that the land sales frauds usually begin by the mailing of a letter to the elderly. The letter says they have won a prize if they will visit a land sales office. At the office, they often will not be given their prize unless they listen to an intensive land sales pitch. Sometimes, they end up buying land without even seeing it.

Tom Brassell, Consumer Services Coordinator for the State of Alabama Attorney General's Consumer Protection Division, feels that paying in advance is a major problem of the elderly because they tend to trust "contractors" that they shouldn't. Mr. Brassell indicates that other consumer problems faced by the elderly include: cemetery plot frauds; diet plan frauds; the buying of fountain-of-youth cosmetics; and the buying into fraudulent real estate developments where promises of clubhouses, tennis courts, electricity hookups, pools, etc. never become realities.

In interviews conducted last October, both Alabama consumer experts mentioned that their offices were severely understaffed and that they have therefore not developed any consumer educational materials specifically for the elderly. They stated that there is a need for the elderly to realize that, according to the Alabama Code, consumers can cancel home solicitations three days after a contract is signed and that they should never pay in advance for home improvements. In August 1979, Alabama Governor Fob James eliminated the State Consumer Protection Office by transferring it to Attorney General Charles Graddick's Consumer Protection Division. This move meant the dismissal of five consumer protection employees who were not classified as state merit system workers.

There is a need for elderly and community resource professionals to be aware of the different types of consumer frauds aimed at older people and of the laws and redress procedures available to them. It should be noted that Alabama is the only state in the nation without a Deceptive Trade Practices Act. In general, Alabama has been behind the rest of the nation in consumer legislation, enforcement, and education; this makes it a prime target for fraudulent schemes. This became painfully apparent in September following the devastation of Mobile and South Alabama by Hurricane Frederick. According to Attorney General Charles Graddick, "It didn't take 24 hours for the vultures around the country to descend on Mobile and Baldwin counties."

Meeting the Needs of Elderly Consumers

A 1978 study by Barry Mason and William O. Bearden[4] concluded that the following four points should be considered by those concerned with developing appeals and campaigns designed to assist the elderly as consumers:

1. Product information in making selections (e.g., price, contents, hazards) should be displayed in a readily usable context.

2. Data should be collected and disseminated on the savings and quality that can be realized through the purchase of store brands and the redemption of promotional coupons.

3. Information should be provided to the elderly concerning their rights and what actions to take when seeking redress following unsatisfactory purchase experiences. Efforts designed to familiarize the elderly with acceptable complaint behavior should increase their impact as consumers.

4. Research is needed that examines directly the changes in reported dissatisfaction and complaint behavior that occur with aging. Less overt actions and stated dissatisfaction for the aged may simply be due to the desire not to appear old, and consequently a further source of isolation and alienation, rather than to any lessened sensitivity to unfairness.

It is predicted that more and more elderly consumers will demand restrictive legislation if their needs are not met through the free efforts of the marketplace. The political strength of the elderly is apparent, so it is naive for business and industry to think they can ignore elderly consumer needs or complaints. The old admonition of *caveat emptor*, "let the buyer beware," is being rapidly succeeded by the call to "let the buyer be aware" as more and more people recognize the benefits of becoming better educated consumers. Education and cooperative efforts between government, business, and consumer advocates can help meet the elderly consumers' needs; if these endeavors are not successful, then we may see an increase in activity by organizations of the elderly to pressure government into enacting legislation designed to provide them with more power and protection in the marketplace.

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[4] Mason and Bearden, 454-55.

Trends of the Real Estate Market

by

Mary Alice Hines*

As the recession of 1979 progresses, some portions of the real estate market in the United States are thriving. For example, condominium residential sales are strong in major cities due to the unavailability of rental apartment space as well as to the tax needs of city-dwellers receiving higher personal incomes. (Higher incomes place taxpayers into higher income tax brackets; the purchase of a condominium by a city-dweller gives him or her additional deductions from federal income taxes for mortgage interest and property tax payments.) Other portions of the market, however—particularly those related to single-family and multifamily rental housing—are experiencing reduced sales and development activities.

The Housing Market

The increasing costs of house construction, particularly in the form of increasing lot prices, have driven the median price of a new house much higher than the median price of an existing house. From May 1978 to May 1979, the *median* price of a new house rose 13%, from $55,700 to $62,900; the median price of an existing house rose 17%, from $47,800 to $55,900. The lower price, as well as the investor's possibility for greater capital appreciation, has thus made the purchase of existing homes attractive. In fact, approximately 5½ existing, single-family, detached houses are sold for every new one sold.

If capital appreciation is viewed in terms of *average* house prices from May 1978 to May 1979, new house prices increased by 14.6%, from $62,300 to $71,400; existing house prices increased by 17%, from $54,800 to $64,200. It should be noted, however, that the average house price is significantly affected by the extremely high house prices experienced recently in California and in older, major cities of other areas of the country.

House prices are not increasing in all areas. Some areas—particularly in the Midwestern states of Michigan, Ohio, Illinois, and Indiana—are experiencing stable and, in places, reduced house prices. Moreover, the salability of single-family houses in extremely distant suburban areas of major cities is declining due to the energy situation. The rapid increase in energy costs appears to be resulting not only in homeowner preference for closer-in suburban areas, where commuting to work involves less travel, but also in the construction of smaller houses which are better insulated.

Another feature of today's real estate market is the decreasing affordability of housing. With the higher mortgage rates, average mortgage debt service payments have increased from approximately $360 in 1978 to approximately $450 in mid-1979. Although homes continue to be sold, financing is increasingly based on two-income households, contributions of downpayment monies from relatives, and realized equity from previous home sales.

In addition, graduated-payment mortgages and mortgages financed from tax-exempt municipal bond issues make possible the suburban and central city living of families who cannot finance their houses under traditional mortgage financing and credit guidelines. Graduated-payment mortgages, which are FHA-insured and conventionally financed, now make up 15% to 20% of the house mortgage lending volume in some areas. Graduated payments may be set up on either 5- or 10-year plans, with payments starting lower than standard mortgage payments but increasing each year by small increments until at their top point they are actually higher than standard mortgage payments. The passage of enabling legislation by many state legislatures has made possible the local sale of tax-exempt municipal bonds for housing finance.

Since the Federal Home Loan Bank Board granted approval for the financing of houses by federally chartered savings and loan associations with variable rate mortgages, VRM mortgage financing has become more prevalent in all sections of the country. VRM payments start at the market rate of interest; at the end of each six-month period, if a sufficient change has occurred in the money capital market index, then the interest rate will be adjusted either up or down to reflect the new market rate of interest. Previously, only state-chartered savings and loans and commercial banks were permitted to offer VRMs with state legislative approval. The use of VRM house financing promises to be more pervasive in the future.

Commercial Real Estate Development

Office building development and construction is currently booming in most major cities. The major lenders, as well as domestic and foreign investors, have noted the lack of well-designed office space for the expanding office-space clientele. As a result, millions of square feet of office space are being constructed in the central cities of major metropolitan areas. Moreover, office-space development is only one part of the move toward redevelopment of central business districts.

Even though suburban shopping center development involving super-regional and regional centers is declining, retail integrated development is progressing in redeveloped central business districts of major cities and in selected sites of small and medium-sized urban communities. Specialty shopping centers have been or are being constructed in downtown areas of such cities as Boston, Baltimore, Chicago, and Philadelphia. In general, however, shopping centers are getting smaller, and the storeroom tenant is being asked to generate the same projected sales with less square footage of storeroom area. Parking spaces of many shopping center parking lots are also declining in square footage. This reflects the current trend toward smaller cars and the developers' expectation that the trend will continue. Theoretically, more cars may be parked in the same shopping center lot or the developer may reduce the size of the usable parking area for the same expected automobile volume.

Both domestic and foreign investors are being attracted to the capital appreciation possibilities of income property as well as to the inflation-proof leases in which payments increase with the sales volume of a commercial property's tenants. The percentage net leases particularly appeal to the foreign investor. Even though cash flow yields of income properties tend to be relatively low, the investor may appreciate the tax shelter and capital appreciation opportunities. The higher mortgage rates for income property financing tend to drive down the market values of income properties, but the percentage leases tend to give the investor inflation protection.

Mortgage Financing and Investment

As inflation continues, mortgage monies are disappearing and mortgage rates are rising. Savers are now placing their monies directly into Treasury bills, money-market mutual

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funds, and other such direct-investment media rather than depositing them with traditional financial institutions such as commercial banks, savings and loan associations, and mutual savings banks. Since the mortgage rate is said by many to be a composite of the real rate of interest of 3% to 4% and a rate representing inflation, the inflation portion would be approximately 8% to 9% at the present time. Moreover, as inflation continues in 1979 and 1980 and mortgage monies become scarcer, the mortgage rates are expected to rise.

Second loans from financial institutions to finance houses are also becoming more common, and wraparound loans, which are junior mortgages, are often utilized to finance income properties. Lender participation in income property cash flows and gross revenues is expected to increase in the future. Heavy dependence on the secondary mortgage market institutions is expected to continue since both the Federal Reserve and the Federal Home Loan Bank Board are discouraging borrowing by members through an increase in rediscount rates. The regulators are trying to reduce and control the money supply as a part of the government's efforts to lower inflation, and raising rediscount rates and selling Treasury securities to member institutions are two of the devices being used to control the growth of the money supply.

Economic forces in action today tend to promote national real estate marketing systems rather than the historical local marketing systems. Franchise real estate marketing chains, for example, are expanding into all corners of the United States. Some companies—including Coldwell Banker and Merrill Lynch—are buying independent real estate brokerage firms all over the country. Investment bankers and brokerage firms have had subsidiaries for the sale of real estate syndicate shares and limited partnership interests for some time. Now, however, these investment subsidiaries are marketing income property ownership to foreign as well as domestic investors.

Conclusion

In summary, today's real estate market reflects a variety of trends. These include a tendency toward national rather than local real estate systems, an increase in the amount of foreign investment in American real estate, and a decrease in sales volume in the housing market because of generally rising prices and a scarcity of mortgage funds. Observers are now waiting to see if real property prices will continue to rise and to see the extent to which future land development will be affected by the energy crisis.

Sources of Data for "General Business Indicators for Alabama"

Industrial

Coal: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Weekly Coal Report, and *Minerals Yearbook*.
Cement: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Cement Monthly.
Coke: U.S. Department of the Interior, Bureau of the Mines, *Mineral Industry Surveys*, Coke and Coal Chemicals.
Cotton: U.S. Department of Commerce, Bureau of the Census, *Current Industrial Reports*, Series M22P.
Crude oil: State of Alabama, Oil and Gas Board, *Production Report*.
Electric energy: Alabama Power Company and Tennessee Valley Authority, Special tabulations.
Pig iron and steel ingot (four-states): American Iron and Steel Institute, *Pig Iron and Raw Steel Production*.
Pulp, paper, and paperboard: Special tabulations from individual paper companies.
Steel ingot index (Alabama): Republic Steel Corporation and U.S. Steel Corporation, Special tabulations.

Construction

Building contracts: McGraw-Hill Information Systems Company, F. W. Dodge Division, *Dodge Construction Potentials*.
Cement: See *Cement* under *Industrial*.

Finance

Insurance: Life Insurance Marketing and Research Association, *Monthly Survey of Life Insurance Sales in the United States and Canada*.
Savings in savings and loan: Fourth Federal Home Loan Bank District, *Selected Balance Sheet Data*.
Tax collections: Alabama Department of Revenue, *Comparative Statement of Collections*.

Prices

Consumer prices and purchasing power of the dollar: U.S. Department of Labor, Bureau of Local Statistics, *Consumer Price Index*.
Producer prices: U.S. Department of Labor, Bureau of Labor Statistics, *Producer Price Index*.
Prices received by Alabama farmers: U.S. Department of Agriculture, Alabama Crop and Livestock Reporting Service, *Prices*.

Labor Force and Employment

State: Alabama Department of Industrial Relations, *Alabama Labor Market* and *Statistical Bulletin*.
Counties: Alabama Department of Industrial Relations, Special tabulations.

Trade

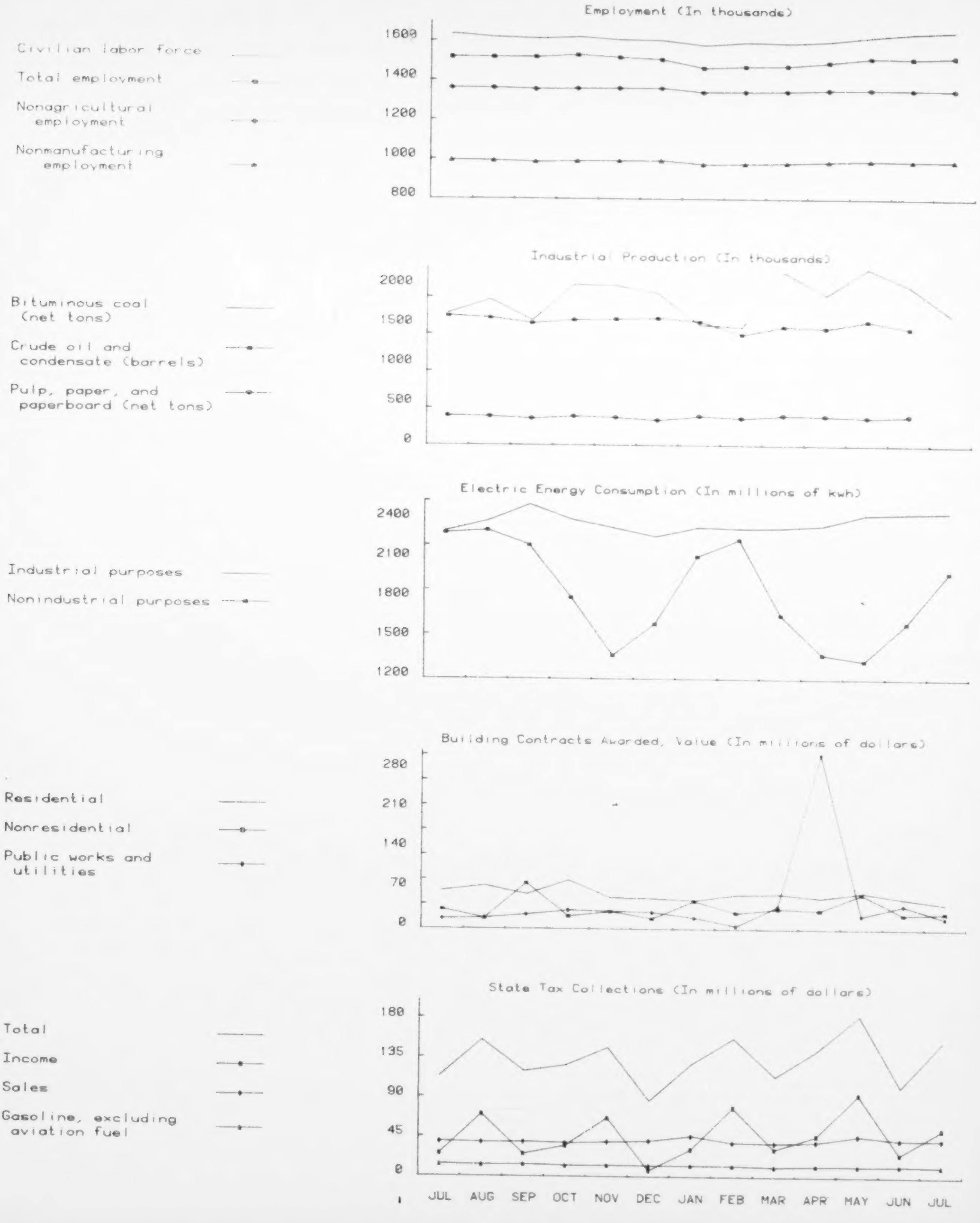
Foreign: U.S. Department of Commerce, Bureau of the Census, Special tabulations and microfiche, SM305 and SM705.
Shipments by water: Alabama State Docks, *Port of Mobile Tonnage Report*.
Electric energy: See *Electric energy* under *Industrial*.
Gasoline sales: Alabama Department of Revenue, Special tabulations.
Passenger car registrations: R. L. Polk and Company, National New Vehicle Registration Service, *Passenger Cars Service "D"*.
Retail sales: Alabama Department of Revenue, Computer tapes.

Building Activity—Cities

Building permits: U.S. Department of Commerce, Bureau of the Census, Special tabulations from the Construction Statistics Division.

Alabama Business at a Glance

(JULY 1978 - JULY 1979)



GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,220	19,326	1,784	1,967	1,682	2,17[illegible]	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756
Cement shipments *(1,000 net tons)*	2,356	2,900	268	331	282	[illegible]	222	189	170	160	239	275	264	255	......
Coke production *(1,000 net tons)*	4,083	3,670	314	319	344	369	369	366	367	360	396	370	392	397	......
Cotton consumption *(1,000 lbs.)*	420,318	412,082	26,250	33,879	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,534	......	......
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,742	1,719	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,297	2,365	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427
Pig iron production *(1,000 net tons)*	3,014	3,417	308	273	277	310	275	286	299	305	339	286	334	338	332
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	390	382	356	387	372	337	393	365	404	395	377	398	......
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	91.8	87.5	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	369	347	354	392	352	368	372	358	411	370	412	377	386
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	190,451r	182,258	266,854	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589r	151,326
Residential	1,016,144r	1,304,837	108,011r	121,438	97,227	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,524	87,394	71,874
Nonresidential	593,847r	658,761	54,057r	29,614	128,712	36,233	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615r	47,016
Public works and utilities	370,033r	685,716	28,383r	31,206	40,915	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580r	32,436
Cement consumption *(1,000 net tons)*	1,410	1,496	128	151	129	149	117	104	65	77	126	108	126	122	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,388,334	4,993,002	401,520	470,780	422,418	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,607	3,629	3,688	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	113,328	154,493	119,069	125,995	146,423	86,045	127,816	157,198	113,632	143,612	182,986	101,688	154,192
Franchise	33,784	37,481	1,630	4,723	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588
Gasoline (excl. aviation)	144,949	150,919	13,357	12,903	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893
Income	420,817	493,972	25,605	70,449	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075
Motor fuels	23,474	26,791	1,849	2,457	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764
Sales	415,947	456,694	39,243	38,535	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738
2.2% Gross receipts	20,168	25,861	6,179	99	3	6,794	56	8	6,731	106	30	6,669	199	......	6,824
TVA electric	19,109	19,652	1,360	1,360	5,576	......	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598
Tobacco	50,630	52,099	4,631	4,698	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871
Use	50,981	51,435	7,544	5,156	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732
Utility	70,910	79,978	5,631	6,899	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	196.7	197.8	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9
Food	192.2	211.4	215.0	215.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9
Housing	189.6	202.8	203.8	205.2	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4
Fuel and utilities	202.2	216.0	218.0	218.1	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5
Apparel and upkeep	154.2	159.6	158.0	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3
Transportation	177.2	185.5	187.2	188.1	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6
Medical care	202.4	219.4	219.4	221.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9
Energy	......	220.4	222.4	223.7	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	210.6	210.4	212.3	214.9	215.7	217.5	220.8	224.1	226.7r	229.7	231.6	233.1	236.6
Industrial commodities	195.0	209.3	209.9	211.2	212.4	214.7	216.0	217.2	220.0	222.5	225.4r	228.6	231.1	233.5	237.2
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	217.0	206.0	211.0	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	......
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.551	.512	.508	.506	.502	.498	.495	.493	.489	.483	.478	.473	.467	.462	.457
Wholesale prices	.515	.478	.475	.475	.471	.465	.464	.460	.453	.446	.442	.435	.432	.429	.423
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,635.0	1,618.5	1,612.4	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,653.2
Unemployment	114.0	101.0	117.4	100.6	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	131.1
Unemployment rate	7.4	6.3	7.2	6.2	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	7.9
Employment	1,420.0	1,492.0	1,517.6	1,517.9	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,522.1
Nonagricultural	1,269.2r	1,336.3	1,360.5	1,361.6	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,353.8
Manufacturing	354.3r	365.3	366.3	369.4	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	361.5
Durable goods	165.8r	178.7	180.6	181.1	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.0
Lumber and wood products	28.9r	30.0	30.6	30.7	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1
Stone, clay, glass products	10.3r	10.8	11.0	10.9	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6
Primary metals	42.2r	44.6	44.4	45.1	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4
Blast furn. and steel works	17.4r	18.4	18.6	18.6	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	[illegible]	18.8
Iron and steel foundries	13.6r	14.7	14.7	14.9	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	[illegible]	14.0
Fabricated metals	24.8r	25.3	25.1	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.3
Machinery (incl. electrical)	27.0r	31.2	31.7	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.5
Transportation	17.9r	20.1	20.9	20.8	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3
Other durable goods	14.7r	16.7	16.9	17.1	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.8
Nondurable goods	188.5r	186.6	185.7	188.3	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	181.5
Food	27.3	27.3	27.5	27.6	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.1
Textile mill products	47.2r	45.6	45.4	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.6
Apparel	52.5r	52.9	50.9	53.5	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	49.6
Paper and allied products	20.2r	19.4	20.0	19.8	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.4
Printing and publishing	9.6r	9.9	10.0	10.0	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8
Chemicals and allied products	15.1	15.2	15.4	15.3	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7
Rubber products	13.0r	13.1	13.2	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.7
Other nondurable goods	3.6r	3.2	3.3	3.4	2.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	994.2	992.2	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	992.3
Mining and quarrying	13.9r	13.6	15.9	16.0	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	16.0
Bituminous coal mining	10.1r	9.8	12.0	12.1	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	12.0
Contract construction	75.9	79.6	84.6	84.2	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	82.3
Trans., comm., and utilities	65.0r	69.2	71.1	71.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.7
Trade	259.1r	268.9	271.5	272.2	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	272.4
Wholesale	70.8r	72.4	73.3	73.0	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.0
Retail	188.3r	196.5	198.2	199.2	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	198.4
Finance, insurance, real estate	55.4r	57.6	58.6	58.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.4
Service and miscellaneous	179.3r	192.0	193.7	194.4	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	198.4
Government	266.3r	290.1	298.8	295.6	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.1
Federal	63.1r	64.3	64.8	64.7	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.6
State and local	203.2r	225.8	234.0	230.9	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.5

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	23,746	26,571	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	......
Nonagricultural placements	115,250	109,979	15,291	11,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	......
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	34,622	21,778	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	......
Payments *($1,000)*	108,675	107,482	8,355	9,315	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	......
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,685	13,469	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	13,961
	4.2	6.5	8.3	6.7	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.7
Baldwin	27,495r	29,408	31,062	29,943	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,917
	6.7r	6.0	7.9	5.6	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	7.9
Barbour	10,712r	11,180	11,235	11,388	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,669
	8.0	7.1	8.7	7.5	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.3
Bibb	4,689r	5,124	4,808	5,230	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	4,965
	10.0r	9.4	8.5	71.1	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.5
Blount	13,097r	13,606	13,823	13,593	13,940	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,095
	7.1	5.8	5.8	4.6	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.8
Bullock	4,143r	4,254	4,278	4,334	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,333
	6.3r	7.0	7.7	9.1	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2
Butler	8,119r	8,373	8,743	8,581	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	8,594
	6.0	6.2	12.4	5.9	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	7.8
Calhoun	41,669r	42,709	43,698	42,585	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,518
	9.1r	7.3	8.6	6.9	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.3
Chambers	17,508r	17,603	18,091	17,883	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,741
	4.6	5.3	6.0	5.1	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	13.8
Cherokee	8,912r	9,432	9,059	9,564	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,750
	6.9	5.7	7.7	6.0	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.2
Chilton	11,540r	11,931	12,006	11,895	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,904
	8.0r	7.3	7.4	7.0	6.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.5
Choctaw	5,164r	5,353	5,592	5,350	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,621	6,131
	8.3r	7.2	10.1	6.0	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	14.6
Clarke	9,758r	9,790	9,980	9,632	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,790
	8.1r	8.2	10.5	8.1	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.9
Clay	5,375r	5,674r	5,912	5,691	5,829	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,904
	6.1	6.1	8.2	5.9	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.3
Cleburne	4,556r	4,632	4,811	4,751	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,144
	5.0	5.5	6.5	4.0	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	5.2
Coffee	16,878r	18,137	18,653	18,670	18,791	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,315
	6.3r	4.9	5.6	4.5	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4
Colbert	21,544r	22,115	22,270	22,296	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,334
	9.9	7.2	6.4	5.9	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.4
Conecuh	5,993r	6,584	6,881	6,761	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,076
	7.5r	5.8	7.5	5.3	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.4
Coosa	4,557r	4,839	4,890	4,892	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,295
	6.5r	5.3	6.8	5.7	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8
Covington	15,004r	15,357	17,021	15,336	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,508
	7.4r	5.7	7.3	5.1	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.2
Crenshaw	5,974r	6,431	7,185	6,409	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,419
	5.7r	5.4	7.1	5.2	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.5
Cullman	24,183r	24,681	24,660	24,295	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,838
	8.6	6.5	6.3	6.0	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.6
Dale	10,135r	10,171	10,411	10,224	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,603
	9.8	6.7	8.3	6.2	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.1
Dallas	21,675r	20,769	21,139	21,150	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,786
	9.3r	8.8	9.0	8.8	7.7	7.2	7.7	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.4
DeKalb	23,215r	24,498	25,828	25,645	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,297
	7.7	6.0	7.7	5.4	4.8	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	7.0
Elmore	15,217r	17,699	18,566	18,490	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,371
	5.0	4.8	5.1	4.6	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.6
Escambia	15,117r	14,989	16,940	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,487	15,509	15,776	16,003	16,396
	8.7	6.8	9.8	6.4	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.8
Etowah	37,982r	39,597	40,459	39,857	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,470
	9.0r	7.0	7.3	6.5	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9
Fayette	9,020r	9,637	9,910	9,795	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,306	9,433	9,416	9,518
	7.6r	6.0	6.2	5.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	6.8
Franklin	11,020r	11,067	11,400	11,224	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,620
	9.4r	7.7	8.0	6.9	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.3
Geneva	10,118r	10,397	10,883	10,589	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,703
	9.6r	6.2	7.2	5.3	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	8.1
Greene	3,678r	4,332	4,507	4,417	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,081
	16.2	10.0	9.0	8.3	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	14.8
Hale	4,769r	4,811	5,218	4,728	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,044
	12.5r	10.6	13.9	8.4	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.4
Henry	6,195r	6,776	6,929	7,031	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,832
	5.9	6.9	8.3	7.5	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.3
Houston	35,761r	38,083	38,664	39,645	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,446
	5.3r	5.3	6.8	5.4	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5
Jackson	20,465r	20,333	20,952	20,616	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,168
	10.0r	6.9	8.3	6.8	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.1
Jefferson	306,289r	302,793r	305,353	303,542	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	309,566
	6.7r	5.4	5.8	5.0	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	5.9
Lamar	6,837r	7,949	7,953	7,767	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,054
	5.3r	5.5	10.7	4.7	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.2
Lauderdale	30,565r	32,496	33,466	33,222	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	33,865
	7.3	5.9	6.7	5.4	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.5
Lawrence	10,521r	12,566	13,194	13,147	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,380
	9.7r	7.3	7.3	6.2	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.1
Lee	29,544r	31,733r	32,163	31,782	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,003
	4.2r	4.0	5.7	4.2	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	4.8
Limestone	18,477r	19,819	20,579	20,271	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,072
	7.8	6.6	7.2	6.7	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.4
Lowndes	4,000r	4,376	4,513	4,545	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,425
	10.2	7.4	9.0	8.0	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	8.6
Macon	7,104r	7,231	7,443	7,490	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,217
	7.5r	6.4	7.5	7.9	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.4
Madison	84,800r	86,159r	87,265	87,882	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	90,825
	7.6	6.1	5.9	7.4	5.4	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.5
Marengo	8,718r	8,839	9,298	8,931	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,862
	9.0r	6.8	8.7	6.1	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.1
Marion	10,954r	11,612r	11,898	11,585	11,758	11,755	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,090
	6.2	6.6r	7.6	5.1	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	9.9
Marshall	24,156r	27,349	29,296	28,365	28,351	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,631
	7.3	7.1	9.3	7.2	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3
Mobile	145,471r	149,460r	153,594	150,988	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,762
	8.5r	7.2	7.6	7.1	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.3

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,937	11,643	11,813	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,439
	7.7r	6.8	9.8	5.8	5.4	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.2
Montgomery	80,505r	83,586r	85,309	85,129	84,182	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,424
	6.2r	5.5	6.3	6.0	5.7	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.2
Morgan	33,631r	34,984r	35,500	36,044	35,395	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,625
	7.9r	6.5r	6.8	6.9	5.6	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.7
Perry	4,456r	4,610r	4,821	4,651	4,867	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,040
	9.4r	8.4	10.2	9.3	8.1	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	10.9
Pickens	8,401r	8,101	7,981	8,155	8,072	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	7,789
	9.1r	8.7	9.0	7.9	7.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.4
Pike	12,120r	12,457	12,922	12,380	12,324	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,130
	5.5	5.2	6.2	5.6	5.4	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.1
Randolph	8,007r	8,140	8,461	8,201	8,384	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,979
	8.0	10.4	13.7	10.9	10.6	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.6
Russell	18,397r	18,407	18,655	18,780	18,619	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,613
	8.1r	7.2	7.8	7.8	7.7	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0
St. Clair	11,759r	15,399	16,802	16,734	16,578	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,189
	6.6r	4.9	5.1	4.5	4.5	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1
Shelby	17,057r	22,682	25,132	25,031	24,686	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,077
	6.2r	6.5	8.2	7.7	7.2	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0
Sumter	6,527r	6,571	6,693	6,541	6,839	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,401
	6.3r	5.9	7.8	7.1	5.3	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	8.2
Talladega	26,283r	26,864	27,854	27,329	26,932	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	28,263
	9.4r	8.3	10.3	8.9	7.4	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1
Tallapoosa	15,852r	16,081	16,447	16,267	16,063	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,599
	5.7	5.5	6.3	5.6	5.0	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.4
Tuscaloosa	51,787r	51,592	50,605	51,397	51,097	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	50,449
	7.0	6.9	7.4	6.7	5.6	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.1
Walker	22,896r	28,938	31,455	30,920	30,628	30,654	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,133
	7.1r	6.8	7.7	5.9	5.9	5.7	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6
Washington	6,772r	5,654	5,787	5,626	5,761	5,682	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,866
	6.3r	10.1	12.6	11.4	10.4	9.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.1
Wilcox	4,676r	4,861r	4,915	5,079	5,068	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,390
	11.1r	7.1	7.4	6.5	6.4	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.3
Winston	6,771r	7,432	7,392	7,532	7,585	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,501
	10.1r	8.9	8.4	7.9	6.8	6.6	6.6	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.6
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	125,505	78,470	111,479	60,644	142,941	33,938	49,055	39,032	......	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	5,644	3,210	4,478	1,652	3,775	671	1,007	1,210	......	......	......	......	......
Exports															
Value *($1,000)*	708,588r	913,311	73,256	66,736	62,040	100,519	75,010	69,267	63,685	67,597	......	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	1,192	939	639	900	732	522	498	696	......	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	3,580	4,194	2,754	2,898	2,836	2,800	2,374	2,419	3,142	3,603	3,051	......	......
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	2,284	2,303	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	185,047	194,090	177,648	184,223	177,758	182,386	176,921	161,156	179,910	......	......	......	......
New passenger car registrations[10] *(number)*	178,909	176,113	15,955	16,506	11,630	14,842	12,994	14,860	13,889	12,925	15,562	15,526	17,359	......	......
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	233	230	234	223	228	248	224	223	250	238	249	274	170
General stores with food and gas	158	188	17	17	17	17	16	17	16	15	18	18	19	21	19
General merchandise	1,636	1,778	141	149	140	146	174	269	119	120	146	155	158	150	87
Apparel	386	423	32	36	34	36	38	63	32	28	37	40	36	34	31
Furniture, furnishings, etc.	412	461	39	40	39	38	40	48	38	37	42	39	43	42	42
Automotive	2,349	2,708	243	248	216	244	214	203	205	210	261	235	248	220	211
Gasoline service stations	851	859	77	80	73	74	71	77	72	67	82	78	83	87	82
Lumber and building materials	728	850	74	76	77	81	77	67	60	57	76	73	83	81	82
Hardware and farm implements	365	423	36	37	34	41	36	33	27	28	37	40	39	37	31
Eating places	690	809	70	72	69	69	67	71	65	64	77	75	78	75	71
Drug stores	334	362	28	30	29	30	30	33	34	32	33	32	36	32	32
All other retail	1,763	1,968	157	164	161	168	162	193	155	152	185	187	208	186	153
Total sales by retail concerns	12,108	13,537	1,148	1,177	1,124	1,167	1,154	1,327	1,046	1,032	1,245	1,209	1,279	1,240	1,012
Nonretail and unclassified concerns	4,026	4,573	364	409	376	429	417	449	348	379	433	406	460	445	377
Total all sales at retail	16,135	18,110	1,512	1,586	1,500	1,596	1,571	1,777	1,394	1,411	1,678	1,614	1,739	1,685	1,389
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	31,214	34,757	31,846	33,511	30,552	35,344	27,131	26,206	36,288	32,416	38,609	33,842	27,908
Birmingham	4,328,519	4,856,558	411,661	421,669	401,529	439,224	424,015	481,424	398,960	388,330	452,548	442,018	459,584	450,720	377,713
Florence	400,209	462,969	40,312	41,741	37,880	39,246	39,264	45,810	36,557	35,507	44,062	41,780	45,583	42,634	34,862
Gadsden	320,993	371,328	32,893	33,264	31,657	33,003	31,417	34,554	29,174	28,481	34,737	33,930	35,628	34,314	29,723
Huntsville	1,007,895	1,110,227	95,765	99,301	89,814	98,122	95,021	102,007	83,010	82,453	102,617	98,851	106,283	98,069	86,705
Mobile	1,549,980	1,757,700	150,637	150,884	138,725	144,398	142,549	157,732	136,673	131,209	159,015	157,927	163,178	153,445	121,645
Montgomery	1,024,454	1,196,843	99,797	106,045	99,436	103,684	100,905	109,118	87,070	94,602	108,796	104,628	109,747	108,357	82,150
Tuscaloosa	432,745	474,953	38,448	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,758	43,617	42,193	35,863
Counties															
Autauga	74,313	85,288	7,366	7,080	6,627	6,887	6,404	6,499	6,569	7,692	7,867	8,286	7,920	7,870	5,839
Baldwin	239,838	273,318	24,359	23,990	21,350	22,099	21,306	21,996	19,554	19,759	25,496	24,982	27,471	27,974	23,103
Barbour	52,971	56,554	4,580	4,629	4,623	4,543	4,312	5,548	4,229	4,256	5,371	5,259	5,469	5,205	3,869
Bibb	24,809	27,255	2,233	2,480	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,269	2,422	2,590	2,214
Blount	76,414	76,382	6,439	7,017	6,120	6,722	6,139	6,708	5,615	5,324	7,057	6,570	7,404	8,176	7,088
Bullock	23,073	24,934	2,219	2,022	2,078	2,033	2,322	2,304	2,314	2,275	2,348	2,156	2,408	2,497	2,214
Butler	51,764	59,353	4,983	5,163	4,914	5,077	4,524	5,650	4,865	4,302	5,489	5,160	5,591	5,432	4,512
Calhoun	336,906	378,338	31,214	34,757	31,846	33,511	30,552	35,344	27,131	26,206	36,288	32,416	38,609	33,842	27,908
Chambers	61,409	68,953	5,762	6,043	5,940	6,117	6,384	6,291	6,005	5,407	6,777	6,695	7,015	7,371	6,450
Cherokee	42,290	46,189	3,565	3,599	3,625	5,451	4,324	4,142	3,431	3,253	4,549	4,490	4,823	4,627	3,764
Chilton	63,615	72,620	6,242	6,174	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,452	7,319	6,987	5,632
Choctaw	31,962	37,245	3,084	3,242	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,564	3,618	3,153
Clarke	83,401	88,097	7,719	7,406	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,857	8,010	8,150	6,238
Clay	23,313	[illegible]	2,155	2,114	2,157	2,484	2,247	2,408	2,033	1,917	2,259	2,175	2,160	2,221	2,104
Cleburne	17,457	[illegible]	1,652	1,665	1,447	1,604	1,705	1,516	1,321	1,481	1,783	1,675	1,744	1,780	1,507
Coffee	109,147	[illegible]	0,833	11,310	10,555	10,841	10,577	12,055	10,484	11,432	12,910	12,848	13,400	11,656	10,492

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	19,546	20,286	18,128	18,723	18,281	20,964	18,841	18,853	21,486	20,780	23,696	21,705	16,285
Conecuh	35,603	38,525	3,531	3,442	3,284	2,990	2,744	3,143	3,091	2,635	3,439	2,954	3,225	2,887	2,510
Coosa	13,601	14,895	1,227	1,380	1,304	1,273	1,281	1,320	1,162	1,133	1,380	1,286	1,281	1,375	1,343
Covington	113,295	125,895	10,824	10,428	10,603	11,074	10,265	10,549	9,544	9,529	12,214	12,573	12,207	11,768	10,229
Crenshaw	27,786	31,640	2,553	2,645	2,375	2,683	2,710	2,793	2,284	2,231	3,129	2,996	3,608	3,430	2,775
Cullman	187,575	215,399	18,812	18,382	17,722	19,572	18,812	18,716	16,707	16,684	20,955	20,727	22,873	22,245	19,142
Dale	68,240	75,869	6,185	6,600	6,202	6,488	6,358	7,762	6,030	5,840	8,539	8,187	8,681	9,126	7,334
Dallas	175,594	194,607	16,282	16,425	16,114	16,994	15,839	18,316	15,144	15,002	18,850	17,809	18,998	18,654	15,102
DeKalb	130,363	147,697	12,411	13,086	13,329	13,358	12,446	13,041	11,185	10,625	13,595	12,894	14,283	13,434	12,584
Elmore	70,140	77,805	6,272	6,290	6,265	6,372	6,281	6,622	5,864	6,271	7,204	6,920	7,367	7,417	5,849
Escambia	127,926	142,384	11,807	12,631	11,360	12,739	12,208	13,546	10,617	10,485	12,566	11,907	12,648	12,673	10,313
Etowah	320,993	371,328	32,893	33,264	31,657	33,003	31,417	34,554	29,174	28,481	34,737	33,930	35,628	34,314	29,723
Fayette	78,218	89,529	7,208	7,492	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,417	8,555	7,746
Franklin	81,682	91,365	8,958	9,442	6,856	7,053	7,341	7,363	6,226	6,228	9,951	9,342	8,716	9,550	6,600
Geneva	90,583	99,129	7,688	8,917	9,252	8,225	7,897	8,785	7,684	7,905	9,331	9,659	10,165	9,109	8,449
Greene	15,674	19,818	1,587	1,577	1,619	1,697	1,492	1,644	1,193	1,348	1,772	1,590	2,052	1,801	1,400
Hale	27,512	30,557	2,418	2,762	2,601	2,526	2,521	2,740	2,334	2,346	2,881	3,168	2,941	3,019	2,073
Henry	38,414	43,841		4,039	3,657	3,744	3,558	4,092	3,514	3,261	4,280	4,140	4,148	4,003	3,183
Houston	380,869	429,803	34,008	35,086	34,920	39,220	36,377	40,442	34,542	35,048	38,347	35,536	38,258	36,650	34,811
Jackson	133,812	147,746	12,262	12,678	12,838	12,820	12,468	12,926	10,760	10,611	13,926	13,960	14,262	13,677	12,085
Jefferson	3,854,080	4,307,024	361,595	370,435	354,973	389,993	375,797	434,427	354,864	344,550	399,654	392,198	404,380	400,973	336,679
Lamar	25,669	30,047	2,497	2,536	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,977	2,603
Lauderdale	210,477	242,869	20,766	21,455	19,752	20,523	20,983	24,846	17,716	16,654	22,576	21,000	21,887	20,929	18,577
Lawrence	47,520	53,251	4,289	4,721	4,283	4,645	4,512	5,189	4,788	3,852	5,224	5,156	5,670	6,168	4,063
Lee	220,081	251,615	20,811	21,022	21,490	22,877	21,539	22,520	20,641	19,789	23,050	23,410	24,120	23,132	18,612
Limestone	111,708	128,949	11,478	11,462	10,264	11,602	11,141	11,304	9,261	9,068	11,895	12,004	13,066	11,994	10,048
Lowndes	18,696	21,844	1,887	1,743	2,006	2,112	1,739	2,474	1,719	1,658	1,969	1,920	2,095	2,138	1,767
Macon	38,802	43,409	3,538	3,646	4,001	3,847	3,472	3,572	3,719	3,260	4,024	3,765	3,915	4,057	2,982
Madison	650,561	712,693	60,668	64,238	57,876	62,615	61,299	66,144	52,838	52,753	65,230	63,325	66,787	61,081	53,742
Marengo	69,963	72,357	5,493	5,682	5,994	6,721	6,000	6,260	5,520	5,521	6,815	5,760	8,547	6,811	6,520
Marion	71,945	65,426	5,712	5,790	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,256	7,417	6,420	6,274
Marshall	245,626	268,585	23,619	23,601	21,674	23,905	22,581	24,559	20,911	20,632	25,492	23,522	26,430	24,994	22,915
Mobile	1,310,142	1,484,382	126,278	126,894	117,375	122,299	121,243	135,736	117,119	111,450	133,519	132,945	135,707	125,471	98,542
Monroe	99,183	156,798	11,597	11,979	11,761	12,761	11,897	11,979	8,141	8,584	10,405	8,961	9,328	7,546	6,214
Montgomery	880,001	1,033,750	86,159	92,675	86,544	90,425	88,220	95,997	74,637	80,639	93,725	89,422	94,460	93,070	70,462
Morgan	424,408	464,592	35,985	37,019	38,217	40,948	35,403	36,677	32,911	30,764	35,049	45,943	45,160	38,724	34,129
Perry	25,212	28,053	2,362	2,342	2,806	2,454	2,398	2,646	2,180	2,081	2,672	2,633	2,769	2,684	2,085
Pickens	42,799	47,704	3,9[illegible]5	3,932	3,884	4,161	4,226	4,303	3,265	3,575	4,485	4,013	4,790	4,900	3,950
Pike	78,968	89,389	7,528	7,428	7,473	7,734	7,271	8,172	6,594	6,162	8,016	8,232	8,890	7,939	5,963
Randolph	47,582	51,960	4,122	4,098	4,106	4,413	4,231	4,989	4,214	3,872	4,609	4,005	4,326	4,402	3,401
Russell	74,833	83,268	7,168	7,446	6,940	6,976	6,928	7,189	6,397	6,100	7,454	7,210	7,799	7,631	6,029
St. Clair	74,776	94,879	8,618	9,597	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,356	10,111	9,992	9,129
Shelby	198,671	231,350	20,791	21,678	18,557	20,947	20,840	19,431	18,584	18,488	21,800	20,421	23,865	19,792	14,716
Sumter	28,493	30,578	2,595	2,671	2,632	2,786	2,567	2,875	2,408	2,203	2,927	2,626	2,978	2,984	2,527
Talladega	167,255	184,561	15,395	16,749	15,507	16,007	15,062	17,621	14,901	14,290	17,690	16,480	18,094	17,355	14,119
Tallapoosa	107,804	116,459	9,578	10,026	9,492	10,332	9,030	10,266	8,444	8,159	10,349	9,500	10,226	10,431	8,930
Tuscaloosa	432,745	474,953	38,448	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,758	43,617	42,193	35,863
Walker	200,992	223,305	20,657	19,959	19,667	19,697	19,321	19,729	17,972	18,015	21,637	20,043	21,228	19,963	17,189
Washington	20,696	23,013	2,047	2,226	1,906	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,421	2,206	1,742
Wilcox	26,164	29,989	2,648	2,539	2,327	2,415	2,644	2,570	2,437	2,803	2,938	2,640	2,901	2,925	2,219
Winston	66,452	79,900	6,786	7,509	7,152	7,189	5,805	6,943	6,202	6,441	7,470	7,252	8,766	8,402	6,895
Statewide ''	2,603,581	2,908,331	232,238	265,150	246,538	260,974	287,162	355,790	208,123	245,340	278,966	247,369	294,366	299,437	234,494
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES''															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	821	808	1,779	367	915	465	794	1,122	551	793	840	1,195	415
Residential	3,641	5,366	346	524	1,194	221	587	273	186	268	412	84	378	238	220
Nonresidential	7,374	3,482	394	132	510	103	70	110	514	757	26	554	317	866	109
Birmingham															
Building permits ($1,000)															
Total	82,340	115,704	5,700	5,351	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367
Residential	26,683	30,517	1,381	1,600	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117
Nonresidential	23,658	38,577	395	572	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692
Decatur															
Building permits ($1,000)															
Total	44,141	49,063	4,504	4,900	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103
Residential	13,610	14,710	1,085	1,233	1,114	1,157	994	820	689	796	1,003	1,153	1,472	1,366	1,269
Nonresidential	29,259	32,950	3,290	3,513	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661
Dothan															
Building permits ($1,000)															
Total	25,744	17,171	1,459	1,243	1,214	2,179	1,207	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190
Residential	12,313	7,434	696	671	448	727	507	584	810	1,058	1,152	1,400	979	1,766	497
Nonresidential	10,847	7,194	307	379	1,496	155	778	1,100	2,031	550	2,263	696	203	808	1,408
Gadsden															
Building permits ($1,000)															
Total	23,217	16,498	678	6,720	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027
Residential	4,349	5,904	135	1,752	197	299	2,149	36	188	122	190	1,515	564	559	445
Nonresidential	16,334	3,588	427	4,967	544	15	17	18	359	1,063	174	253	294	298	335
Huntsville															
Building permits ($1,000)															
Total	41,647	60,331	6,055	4,136	3,905	3,427	5,427	5,390	4,061	2,818	7,58[illegible]	5,812	3,380	5,765	6,542
Residential	22,982	29,097	3,276	1,743	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164
Nonresidential	12,740	25,497	2,453	1,887	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873
Mobile															
Building permits ($1,000)															
Total	102,479	78,754	6,709	3,942	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352
Residential	52,028	25,381	828	1,182	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832
Nonresidential	40,244	41,272	4,680	1,833	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532
Montgomery															
Building permits ($1,000)															
Total	80,309	88,523	4,541	5,081	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020
Residential	36,563	42,252	2,123	2,718	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293
Nonresidential	35,762	36,716	1,589	1,538	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978						1979						
	1977	1978	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,845	34,412	1,850	3,922	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818
Residential	17,430	16,330	899	1,562	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871
Nonresidential	14,122	15,011	747	2,101	1,278	564	155	250	74	595	86	820	700	658	755
Selma															
Building permits *($1,000)*															
Total	4,859	6,474	309	339	262	1,592	554	289	561	402	995	450	426	538	650
Residential	2,546	1,765	130	148	180	110	195	202	450	264	351	159	274	234	429
Nonresidential	1,075	3,296	80	......	4	1,276	247	......	43	......	463	101	48	92	59
Tuscaloosa															
Building permits *($1,000)*															
Total	38,714	29,257	1,560	2,738	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555
Residential	25,828	16,549	838	1,894	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793
Nonresidential	9,550	8,916	568	462	2,418	1,941	254	380	139	492	798	192	422	103	5,485

NOTE: A complete listing of data sources is available in this issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Dr. Edward Smith Named Interim Dean

Dr. Edward M. Smith, who has served as Associate Dean of the College of Commerce and Business Administration at The University of Alabama since 1974, has been appointed Interim Dean for 1979-80. The announcement was made by Dr. Richard Thigpen, Vice President for Academic Affairs at the University.

Dr. Jack Fielden, who served as C&BA Dean for eight years, has stepped down from administrative responsibilities. During the next year, as Dean on Leave, he will be working with the University's Office of Academic Affairs in helping develop an international program. In the fall of 1980, he plans to return to teaching in C&BA as Distinguished Professor of Written Communication.

Dr. David Mathews, President of the University, said, "The University of Alabama is deeply indebted for the outstanding leadership given the College of Commerce and Business Administration by Jack Fielden over the past eight years. His tenure has seen the already outstanding reputation of the college enhanced dramatically."

"Dean Fielden's record as an educator and administrator is known in commercial circles throughout the state and nation," Dr. Mathews said. "As we move ahead with our international initiatives, his leadership will be a sure guide to successful partnerships with the business community."

Dr. Thigpen noted that the College of Commerce and Business Administration is the fastest-growing academic college at the Capstone. He also pointed to the growth in private giving, a 27% increase in number of faculty, and a significant increase in the number of scholarships in the college during Fielden's years as Dean.

"Our continuing goal is to make this college the best business school among the state universities in the nation," Dr. Thigpen said. "Under Dean Fielden's leadership, progress toward that goal has been accelerated at a very impressive rate. We also feel fortunate to have the highly qualified and respected leadership of Dr. Ed Smith to guide the daily operation of the college."

Dean Smith, an authority on marketing, was acting head of the Department of Marketing in 1971 and in 1972 was appointed first chairman of interdisciplinary programs and director of undergraduate programs at the college. He received his bachelor of science degree in pharmacy and a masters degree in marketing from the University of North Carolina. He earned his doctorate in business administration from The University of Alabama.

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alabama business

College of Commerce and Business Administration
Edward M. Smith, *Interim Dean*
Center for Business and Economic Research
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Ed Rutledge, *Research Associate & Manager, State Data Center*
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Patricia Murphy, *Research Clerk*
Michelle Ford, *Research Clerk*

The Economy in Perspective:

Energy Resources and the Future

Energy consumption is an integral part of all economic activity, but a technologically complex economy—such as that of the United States—is especially dependent on a continual supply of specialized types of energy resources. What is produced, how it is produced, and where it is produced are strongly influenced by the specific types of energy resources available and by the technologies that have been developed to utilize these resources in a particular economic system. Interruption of the supply of the accustomed energy resource can be devastating to an economic system even though other energy resources are available in abundance. This is the present situation of the United States in regard to petroleum and natural gas.

Since 1920, increasing energy use has been an essential feature of the steady improvements in the real standard of living of the United States. Between 1920 and 1977, the annual total per capita energy consumption in this country grew from 186 million Btu's (British thermal units) to 351 million Btu's. Moreover, this growth in per capita energy consumption has been entirely in the form of petroleum and natural gas resources. Per capita consumption of other primary energy resources (except nuclear) has been declining.

In 1920, petroleum and natural gas accounted for only 17% of energy consumption; in 1977, they accounted for 75% of total energy consumed. Coal was the dominant source of energy in the United States in 1920; since then, however, coal production and—most importantly—coal use technology have stagnated while economic growth has become oriented toward petroleum-using technology.

In recent years, it has become apparent that the world's petroleum resources are not adequate to provide for present petroleum consumption rates over a long term. Petroleum exploration and production costs have already risen sharply. Moreover, world petroleum resources are distributed geographically in a way that is disruptive of established patterns of trade and wealth distribution and potentially disruptive of the established geo-political balance.

Had petroleum never been discovered, the growth of our economy would have been along an entirely different development trajectory. Not only would our energy-related production technologies be different in many ways, but there would also be significant differences in the types of goods and services consumed, in transportation systems developed, in the pattern of housing and urban growth, and in the geographical distribution of economic activity. The distribution of income and wealth among specific individuals would undoubtedly have been different from that which presently exists. In some ultimate economic sense, our aggregate level of well-being might have become as high as that which we enjoy today, but the structure and form of economic life would have adopted a quite different pattern.

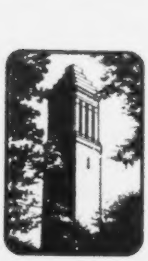
Because we have discovered and used petroleum, however, our production technology, consumption patterns, and other economic relationships have assumed a form specifically adapted to petroleum utilization. Our current level of economic welfare depends on a complex structure of capital, production and distribution systems, and labor specialization which has gradually evolved in conjunction with petroleum use.

The vast coal resources of the United States have taken on a new significance as one means of escape from the present dependence on petroleum. The problem which we face is not an energy shortage per se. Just by looking at the coal resource base (437 billion tons have been identified as recoverable), it is apparent that a vast potential supply of energy exists within the boundaries of the United States.

In 1977, total U.S. energy consumption was 75 quadrillion Btu's. This amount of energy is the equivalent of only 3 billion tons of coal.

Other sources of energy—such as oil shale, solar power, and nuclear power—offer comparably large energy potentials. The problem facing the United States and other industrial nations is how to adjust from the use of one set of energy materials to the use of another with a minimum disruption of existing economic and social relationships. Complicating the adjustment is the additional problem of defining a substitute set of energy sources which will be compatible with our environmental goals.

It seems inevitable that a new pattern of energy resource utilization will emerge in the future to supplant the petroleum-based system of the present. With it will emerge an altered pattern of economic relationships. If economic stability is to be maintained during the period of transition, it is essential that the development of new energy systems accommodate the constraints imposed by the existing structure of economic relationships. The alternative is a sharp discontinuity in our path of economic development, contraction of production possibilities, and a resulting sacrifice of economic welfare.—**Ronald Bird**



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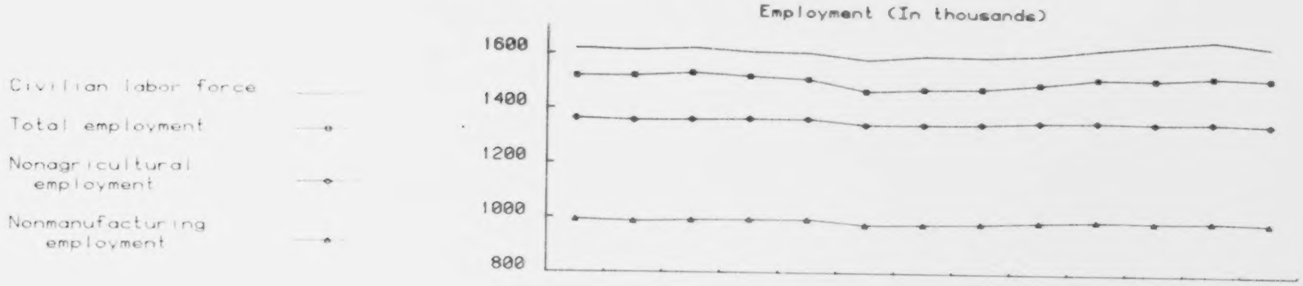
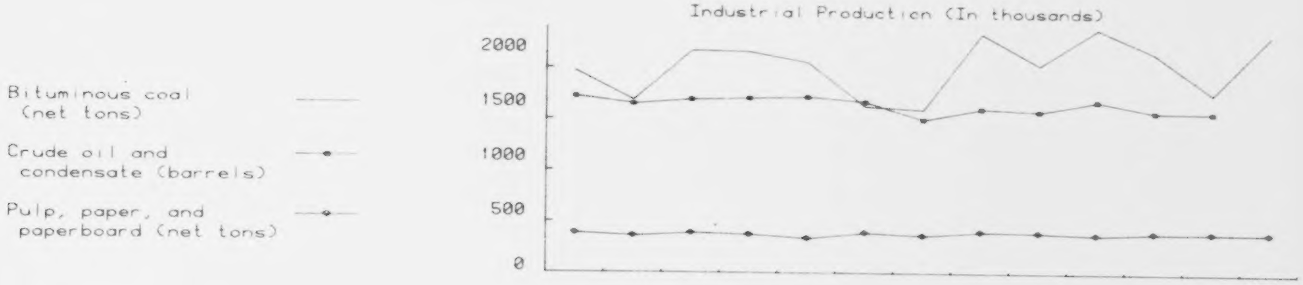
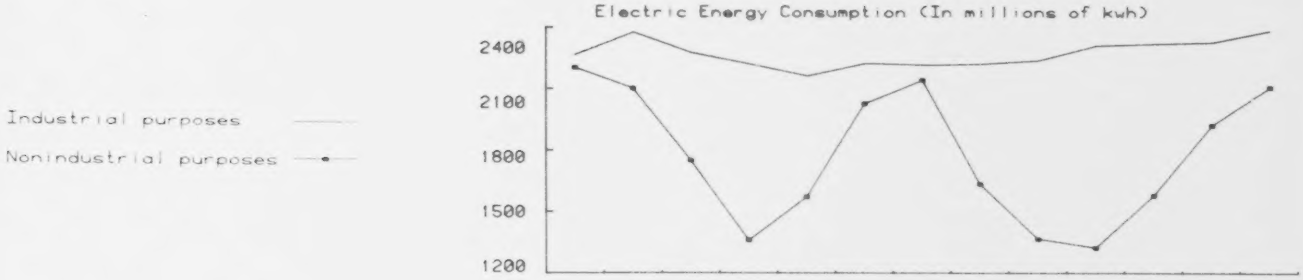
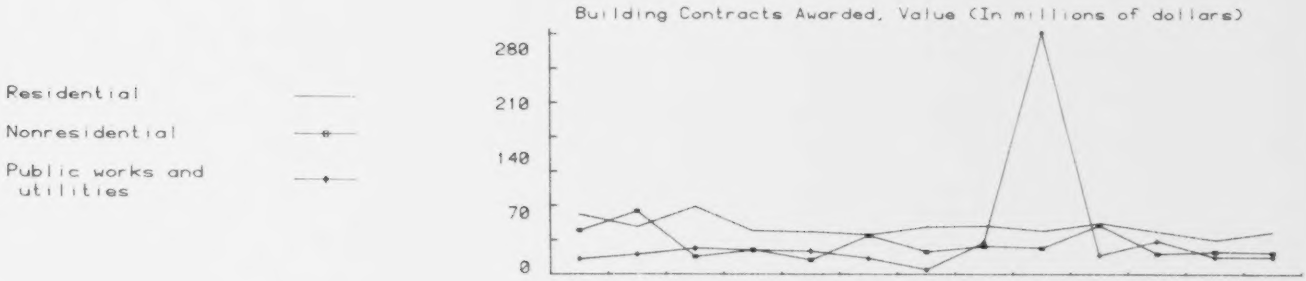
Alabama Business at a Glance

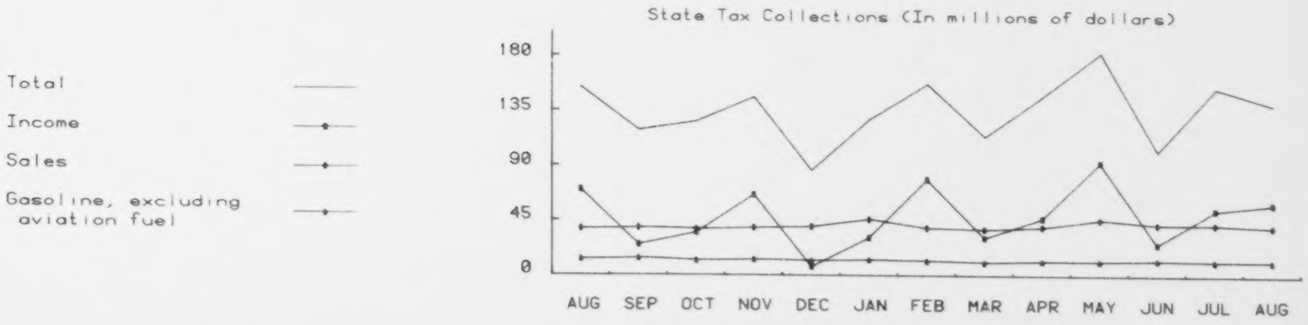
(AUGUST 1978 - AUGUST 1979)











GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978					1979							
	1977	1978	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,220	19,326	1,967	1,682	2,171	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756	2,335
Cement shipments *(1,000 net tons)*	2,356	2,900	331	282	291	222	189	170	160	239	275	264	255	209	......
Coke production *(1,000 net tons)*	4,083	3,670	319	344	369	369	366	367	360	396	370	392	397	402	......
Cotton consumption *(1,000 lbs.)*	420,318	412,082	33,879	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,488r	32,298	......	......
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,719	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	1,572	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,365	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484
Pig iron production *(1,000 net tons)*	3,014	3,417	273	277	310	275	286	299	306	339	286	334	338	332	345
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	382	356	387	372	337	393	365	404	395	377	398	397	394
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	87.5	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0	......
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	347	354	392	352	368	372	358	411	370	412	377	386	397
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	241,439r	266,854	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589	151,649r	165,721
Residential	1,016,144r	1,304,837	121,658r	97,227	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,521	87,394	70,462r	85,915
Nonresidential	593,847r	658,761	88,749r	128,712	36,233	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615	45,541r	44,585
Public works and utilities	370,033r	685,716	31,032r	40,915	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580	35,446r	35,221
Cement consumption *(1,000 net tons)*	1,410	1,496	151	129	149	117	104	65	77	126	108	126	122	100	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,388,334	4,993,002	470,780	422,418	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,629	3,688	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	154,493	119,069	125,995	146,423	86,045	127,816	157,198	113,632	143,612	182,986	101,688	154,192	140,304
Franchise	33,784	37,481	4,723	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073
Gasoline (excl. aviation)	144,949	150,919	12,903	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772
Income	420,817	493,972	70,449	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467
Motor fuels	23,474	26,791	2,457	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461
Sales	415,947	456,694	38,535	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000
2.2% Gross receipts	20,168	25,861	99	3	6,794	56	8	6,731	106	30	6,669	199	......	6,824	40
TVA electric	19,109	19,652	1,360	5,576	......	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598
Tobacco	50,630	52,099	4,698	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575
Use	50,981	51,435	5,156	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732	4,121
Utility	70,910	79,978	6,899	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	197.8	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1
Food	192.2	211.4	215.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3
Housing	189.6	202.8	205.2	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4	231.5
Fuel and utilities	202.2	216.0	218.1	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2
Apparel and upkeep	154.2	159.6	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3
Transportation	177.2	185.5	188.1	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6
Medical care	202.4	219.4	221.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8
Energy	......	220.4	223.7	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	210.4	212.3	214.9	215.7	217.5	220.8	224.1	226.7	230.0	231.6	233.1	236.6	238.1
Industrial commodities	195.0	209.3	211.2	212.4	214.7	216.0	217.2	220.0	222.5	225.4	229.0	231.1	233.5	237.2	240.3
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	206.0	211.0	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	......	......
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.551	.512	.506	.502	.498	.495	.493	.489	.483	.478	.473	.467	.462	.457	.452
Wholesale prices	.515	.478	.475	.471	.465	.464	.460	.453	.446	.441r	.435	.432	.429	.423	.420
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,618.5	1,612.4	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,659.7	1,636.0
Unemployment	114.0	101.0	100.6	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	133.5	115.7
Unemployment rate	7.4	6.3	6.2	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	8.0	7.1
Employment	1,420.0	1,492.0	1,517.9	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,526.2	1,520.3
Nonagricultural	1,269.2r	1,336.3	1,361.6	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,358.2	1,351.5
Manufacturing	354.3r	365.3	369.4	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	362.7	361.7
Durable goods	165.8r	178.7	181.1	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.2	179.2
Lumber and wood products	28.9r	30.0	30.7	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1	29.8
Stone, clay, glass products	10.3r	10.8	10.9	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6	10.6
Primary metals	42.2r	44.6	45.1	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4	44.0
Blast furn. and steel works	17.4r	18.4	18.6	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9	18.9	18.7
Iron and steel foundries	13.6r	14.7	14.9	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2	13.9	14.0
Fabricated metals	24.8r	25.3	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.4	24.7
Machinery (incl. electrical)	27.0r	31.2	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.7	32.0
Transportation	17.9r	20.1	20.8	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3	21.8
Other durable goods	14.7r	16.7	17.1	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.7	16.3
Nondurable goods	188.5r	186.6	188.3	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	182.5	182.5
Food	27.3	27.3	27.6	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.2	27.6
Textile mill products	47.2r	45.6	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.9	43.0
Apparel	52.5r	52.9	53.5	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	50.2	51.4
Paper and allied products	20.2r	19.4	19.8	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.5	19.1
Printing and publishing	9.6r	9.9	10.0	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8	9.7
Chemicals and allied products	15.1	15.2	15.3	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7	15.5
Rubber products	13.0r	13.1	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.6	13.6
Other nondurable goods	3.6r	3.2	3.4	2.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	992.2	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	995.5	989.8
Mining and quarrying	13.9r	13.6	16.0	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	15.9	16.0
Bituminous coal mining	10.1r	9.8	12.1	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	11.9	12.0
Contract construction	75.9	79.6	84.2	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	81.8	81.0
Trans., comm., and utilities	65.0r	69.2	71.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.8	72.0
Trade	259.1r	268.9	272.2	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	275.1	275.5
Wholesale	70.8r	72.4	73.0	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.4	74.5
Retail	188.3r	196.5	199.2	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	200.7	201.0
Finance, insurance, real estate	55.4r	57.6	58.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.2	59.2
Service and miscellaneous	179.3r	192.0	194.4	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	199.2	200.2
Government	266.3r	290.1	295.6	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.5	285.9
Federal	63.1r	64.3	64.7	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.7	64.0
State and local	203.2r	225.8	230.9	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.8	221.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978					1979							
	1977	1978	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	26,571	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	28,365	......
Nonagricultural placements	115,250	109,979	11,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	14,316	......
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	21,778	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	......
Payments *($1,000)*	108,675	107,482	9,315	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	......
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,469	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	14,040	13,822
	4.2	6.5	6.7	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.9	5.5
Baldwin	27,495r	29,408	29,943	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,855	29,867
	6.7r	6.0	5.6	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	8.0	6.8
Barbour	10,712r	11,180	11,388	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,717	11,936
	8.0	7.1	7.5	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.4	9.6
Bibb	4,689r	5,124	5,230	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	5,166	5,166
	10.0r	9.4	71.1	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.4	7.1
Blount	13,097r	13,606	13,593	13,940	14,232	13,708	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,165	14,195
	7.1	5.8	4.6	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.7	6.1
Bullock	4,143r	4,254	4,334	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,342	4,418
	6.3r	7.0	9.1	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2	9.5
Butler	8,119r	8,373	8,581	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	9,228	8,625
	6.0	6.2	5.9	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	13.9	6.0
Calhoun	41,669r	42,709	42,585	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,589	43,345
	9.1r	7.3	6.9	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.4	7.2
Chambers	17,508r	17,603	17,883	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,904	16,874
	4.6	5.3	5.1	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	14.3	9.7
Cherokee	8,912r	9,432	9,564	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,764	9,855
	6.9	5.7	6.0	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.0	6.1
Chilton	11,540r	11,931	11,895	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,949	12,107
	8.0r	7.3	7.0	6.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.6	7.3
Choctaw	5,164r	5,353	5,350	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	6,184	5,652
	8.3r	7.2	6.0	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	15.0	6.4
Clarke	9,758r	9,790	9,632	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,969	9,600
	8.1r	8.2	8.1	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.8	7.6
Clay	5,375r	5,674r	5,691	5,829	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,915	5,825
	6.1	6.1	5.9	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.2	10.0
Cleburne	4,556r	4,632	4,751	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,201	5,130
	5.0	5.5	4.0	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	6.0	6.7
Coffee	16,878r	18,137	18,670	18,791	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,369	19,951
	6.3r	4.9	4.5	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4	4.6
Colbert	21,544r	22,115	22,296	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,528	22,247
	9.9	7.2	5.9	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.6	8.3
Conecuh	5,993r	6,584	6,761	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,105	7,077
	7.5r	5.8	5.3	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.6	10.6
Coosa	4,557r	4,839	4,892	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,300	5,229
	6.5r	5.3	5.7	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8	6.4
Covington	15,004r	15,357	15,336	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,584	15,157
	7.4r	5.7	5.1	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.4	5.2
Crenshaw	5,974r	6,431	6,409	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,471	6,399
	5.7r	5.4	5.2	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.9	6.0
Cullman	24,183r	24,681	24,295	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,932	25,032
	8.6	6.5	6.0	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.7	8.5
Dale	10,135r	10,171	10,224	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,619	10,549
	9.8	6.7	6.2	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.0	7.5
Dallas	21,675r	20,769	21,150	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,632	20,895
	9.3r	8.8	8.8	7.7	7.2	7.7	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.3	8.9
DeKalb	23,215r	24,498	25,645	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,368	26,338
	7.7	6.0	5.4	4.8	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	6.9	5.8
Elmore	15,217r	17,699	18,490	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,444	19,258
	5.0	4.8	4.6	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.7	4.9
Escambia	15,117r	14,989	16,940	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,509	15,776	16,003	16,454	15,653
	8.7	6.8	6.4	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.9	8.3
Etowah	37,982r	39,597	39,857	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,595	40,185
	9.0r	7.0	6.5	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9	6.6
Fayette	9,020r	9,637	9,795	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,691	9,588
	7.6r	6.0	5.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	7.9	5.8
Franklin	11,020r	11,067	11,224	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,685	11,235
	9.4r	7.7	6.9	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.5	7.6
Geneva	10,118r	10,397	10,589	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,653	10,772
	9.6r	6.2	5.3	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	7.4	9.7
Greene	3,678r	4,332	4,417	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,101	4,080
	16.2	10.0	8.3	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	15.0	13.0
Hale	4,769r	4,811	4,728	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,085	4,751
	12.5r	10.6	8.4	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.8	10.0
Henry	6,195r	6,776	7,031	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,859	6,683
	5.9	6.9	7.5	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.4	5.4
Houston	35,761r	38,083	39,645	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,749	39,507
	5.3r	5.3	5.4	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5	5.2
Jackson	20,465r	20,333	20,616	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,322	21,051
	10.0r	6.9	6.8	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.4	7.8
Jefferson	306,289r	302,793r	303,542	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	310,525	307,869
	6.7r	5.4	5.0	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	6.0	5.7
Lamar	6,837r	7,949	7,767	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,097	8,095
	5.3r	5.5	4.7	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.4	4.8
Lauderdale	30,565r	32,496	33,222	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	34,167	33,614
	7.3	5.9	5.4	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.6	9.0
Lawrence	10,521r	12,566	13,147	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,407	13,034
	9.7r	7.3	6.2	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.4	9.9
Lee	29,544r	31,733r	31,782	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,270	31,824
	4.2r	4.0	4.2	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	3.5	4.8
Limestone	18,477r	19,819	20,271	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,166	20,920
	7.8	6.6	6.7	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.6	7.7
Lowndes	4,000r	4,376	4,545	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,519	4,625
	10.2	7.4	8.0	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	10.3	8.6
Macon	7,104r	7,231	7,490	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,252	7,246
	7.5r	6.4	7.9	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.3	9.5
Madison	84,800r	86,159r	87,882	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	91,038	89,697
	7.6	6.1	7.4	5.4	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.6	7.4
Marengo	8,718r	8,839	8,931	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,884	8,373
	9.0r	6.8	6.1	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.2	6.7
Marion	10,954r	11,612r	11,585	11,758	11,755	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,199	11,746
	6.2	6.6r	5.1	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	10.5	8.7
Marshall	24,156r	27,349	28,365	28,351	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,675	28,818
	7.3	7.1	7.2	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3	6.7
Mobile	145,471r	149,460r	150,988	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,473	152,054
	8.5r	7.2	7.1	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.4	9.1

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978					1979							
	1977	1978	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,643	11,813	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,466	11,361
	7.7r	6.8	5.8	5.4	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.1	8.2
Montgomery	80,505r	83,586r	85,129	84,182	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,780	88,316
	6.2r	5.5	6.0	5.7	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.3	5.9
Morgan	33,631r	34,984r	36,044	35,395	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,806	36,790
	7.9r	6.5r	6.9	5.6	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.9	8.1
Perry	4,456r	4,610r	4,651	4,867	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,072	4,888
	9.4r	8.4	9.3	8.1	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	11.2	7.6
Pickens	8,401r	8,101	8,155	8,072	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	8,081	7,940
	9.1r	8.7	7.9	7.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.3	7.5
Pike	12,120r	12,457	12,380	12,324	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,151	11,911
	5.5	5.2	5.6	5.4	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.0	5.6
Randolph	8,007r	8,140	8,201	8,384	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,989	7,604
	8.0	10.4	10.9	10.6	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.4	8.5
Russell	18,397r	18,407	18,780	18,619	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,711	17,694
	8.1r	7.2	7.8	7.7	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0	7.4
St. Clair	11,759r	15,399	16,734	16,578	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,223	17,073
	6.6r	4.9	4.5	4.5	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1	5.8
Shelby	17,057r	22,682	25,031	24,686	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,148	24,847
	6.2r	6.5	7.7	7.2	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0	6.4
Sumter	6,527r	6,571	6,541	6,839	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,604	6,620
	6.3r	5.9	7.1	5.3	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	7.9	9.1
Talladega	26,283r	26,864	27,329	26,932	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	27,882	27,390
	9.4r	8.3	8.9	7.4	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1	10.7
Tallapoosa	15,852r	16,081	16,267	16,063	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,659	16,557
	5.7	5.5	5.6	5.0	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.3	6.3
Tuscaloosa	51,787r	51,592	51,397	51,097	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	51,010	51,172
	7.0	6.9	6.7	5.6	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.2	5.9
Walker	22,896r	28,938	30,920	30,628	30,[illegible]	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,200	31,700
	7.1r	6.8	5.9	5.9	[illegible]	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6	7.6
Washington	6,772r	5,654	5,626	5,761	5,682	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,763	5,542
	6.3r	10.1	11.4	10.4	9.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.7	10.5
Wilcox	4,676r	4,861r	5,079	5,068	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,411	5,018
	11.1r	7.1	6.5	6.4	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.4	9.3
Winston	6,771r	7,432	7,532	7,585	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,531	7,668
	10.1r	8.9	7.9	6.8	6.6	6.6	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.7	12.3
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	78,470	111,479	60,644	142,941	33,938	49,055	39,032	44,665	43,823	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	3,210	4,478	1,652	3,775	671	1,007	1,210	988	1,787	......	......	......	......
Exports															
Value *($1,000)*	708,588r	913,311	66,736	62,040	100,519	75,010	69,267	63,685	67,597	93,164	46,158	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	939	639	900	732	522	498	696	873	522	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	4,194	2,754	2,898	2,836	2,800	2,374	2,419	3,142	3,603	3,051	3,181	3,874	3,279
Domestic															
Electric energy consumption, nonindustrial purposes *(1,000,000 kwh)*	21,866	22,495	2,303	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	194,090	177,648	184,223	177,758	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066
New passenger car registrations[10] *(number)*	178,909	176,113	16,506	11,630	14,842	12,994	14,860	13,889	12,925	15,562	14,718r	15,447r	12,639	13,196	15,088
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	230	234	223	228	248	224	223	250	238	249	275	251	252
General stores with food and gas	158	188	17	17	17	16	17	16	15	18	18	19	21	20	20
General merchandise	1,636	1,778	149	140	146	174	269	119	120	146	155	158	150	140	107
Apparel	386	423	36	34	36	38	63	32	28	37	40	36	35	33	36
Furniture, furnishings, etc	412	461	40	39	38	40	48	38	37	42	39	43	42	43	42
Automotive	2,349	2,708	248	216	244	214	203	205	210	261	235	248	221	218	241
Gasoline service stations	851	859	80	73	74	71	77	72	67	82	78	83	87	86	94
Lumber and building materials	728	850	76	77	81	77	67	60	57	76	73	83	81	83	86
Hardware and farm implements	365	423	37	34	41	36	33	27	28	37	40	39	37	32	38
Eating places	690	809	72	69	69	67	71	66	64	77	75	78	76	76	75
Drug stores	334	362	30	29	30	30	38	34	32	33	32	36	32	32	32
All other retail	1,763	1,968	164	161	168	162	193	155	152	185	187	208	187	162	176
Total sales by retail concerns	12,108	13,537	1,177	1,124	1,167	1,154	1,327	1,046	1,033	1,245	1,209	1,280	1,244	1,175	1,200
Nonretail and unclassified concerns	4,026	4,573	409	376	429	417	449	356	379	433	406	460	451	406	452
Total all sales at retail	16,135	18,110	1,586	1,500	1,596	1,571	1,776	1,403	1,411	1,678	1,615	1,740	1,695	1,581	1,652
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	34,757	31,846	33,511	30,556	35,344	27,131	26,206	36,288	32,416	38,544	33,941	30,764	34,622
Birmingham	4,328,519	4,856,558	421,592	401,394	439,261	424,023	481,459	398,969	388,333	452,649	442,160	460,042	456,595	435,711	443,473
Florence	400,209	462,969	41,741	37,882	39,246	39,264	45,850	36,558	35,507	44,062	41,780	45,597	42,742	36,734	39,282
Gadsden	320,993	371,328	33,264	31,657	33,003	31,417	34,570	29,186	28,494	34,763	34,025	35,785	34,473	32,617	35,532
Huntsville	1,007,895	1,110,227	99,351	89,814	98,035	95,022	101,773	83,010	82,450	102,645	98,876	106,441	98,548	95,917	101,989
Mobile	1,549,980	1,757,700	150,882	138,903	144,472	142,549	157,681	136,871	131,213	159,026	157,966	163,259	153,857	145,290	133,613
Montgomery	1,024,454	1,196,843	106,045	99,436	103,684	100,905	109,079	94,553	94,603	108,796	104,632	109,811	108,766	99,625	112,481
Tuscaloosa	432,745	474,953	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,764	43,624	42,285	40,832	43,787
Counties															
Autauga	74,313	85,288	7,080	6,627	6,887	6,404	6,499	6,569	7,692	7,867	8,286	7,920	7,843	7,061	7,775
Baldwin	239,838	273,318	23,990	21,350	22,199	21,306	21,996	19,555	19,760	25,496	24,982	27,522	27,983	23,909	22,869
Barbour	52,971	56,554	4,629	4,623	4,543	4,312	5,548	4,230	4,256	5,371	5,259	5,469	5,204	4,419	4,733
Bibb	24,809	27,255	2,480	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,269	2,422	2,590	2,214	2,577
Blount	76,414	76,382	7,017	6,120	6,722	6,139	6,708	5,615	5,324	7,057	6,570	7,482	8,172	7,408	6,994
Bullock	23,073	24,934	2,022	2,078	2,033	2,322	2,304	2,314	2,275	2,348	2,156	2,408	2,497	2,365	2,502
Butler	51,764	59,353	5,163	4,914	5,077	4,524	5,650	4,859	4,302	5,489	5,160	5,591	5,480	4,750	5,404
Calhoun	336,906	378,338	34,757	31,846	33,511	30,556	35,344	27,131	26,206	36,288	32,416	38,544	33,941	30,764	34,622
Chambers	61,409	68,953	6,043	5,938	6,117	6,384	6,291	6,005	5,407	6,777	6,695	7,015	7,371	6,803	7,558
Cherokee	42,290	46,189	3,599	3,625	5,451	4,324	4,142	3,431	3,253	4,549	4,490	4,823	4,628	3,791	4,043
Chilton	63,615	72,620	6,174	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,452	7,319	6,992	6,339	6,859
Choctaw	31,962	37,245	3,242	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,564	3,618	3,238	3,592
Clarke	83,401	88,097	7,406	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,857	8,010	8,150	7,253	7,680
Clay	23,313	25,512	2,114	2,157	2,484	2,247	2,408	2,033	1,917	2,259	2,175	2,160	2,222	2,106	2,064
Cleburne	17,457	18,897	1,665	1,447	1,601	1,705	1,516	1,321	1,481	1,783	1,675	1,744	1,790	1,526	1,643
Coffee	109,147	127,746	11,310	10,555	10,841	10,577	12,055	10,484	11,432	12,910	12,848	13,400	11,656	10,990	12,269

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978					1979							
	1977	1978	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	20,286	18,128	18,723	18,281	20,964	18,841	18,853	21,486	20,780	23,692	21,785	17,492	17,897
Conecuh	35,603	38,525	3,442	3,284	2,990	2,744	3,143	3,091	2,635	3,439	2,954	3,225	2,909	2,773	2,932
Coosa	13,601	14,895	1,380	1,304	1,273	1,281	1,320	1,162	1,133	1,380	1,286	1,281	1,375	1,388	1,407
Covington	113,295	125,895	10,428	10,603	11,074	10,265	10,549	9,544	9,529	12,214	12,573	12,207	12,442	10,640	11,721
Crenshaw	27,786	31,640	2,645	2,375	2,683	2,710	2,793	2,284	2,231	3,129	2,996	3,608	3,430	2,792	2,902
Cullman	187,575	215,399	18,382	17,722	19,572	18,812	18,716	16,707	16,684	20,955	20,733	22,886	22,252	20,129	21,920
Dale	68,240	75,869	6,600	6,202	6,488	6,358	7,762	6,030	5,840	8,539	8,187	8,681	9,239	7,578	9,347
Dallas	175,594	194,607	16,425	16,114	17,032	15,839	18,363	15,154	15,002	18,850	17,877	19,076	18,782	16,429	20,983
DeKalb	130,363	147,697	13,086	13,329	13,358	12,452	13,042	11,185	10,625	13,623	12,926	14,332	13,480	13,482	13,857
Elmore	70,140	77,805	6,290	6,265	6,372	6,281	6,622	5,864	6,271	7,204	6,920	7,390	7,460	6,730	7,275
Escambia	127,926	142,384	12,631	11,360	12,739	12,208	13,545	10,617	10,485	12,566	11,907	12,649	12,696	11,421	13,054
Etowah	320,993	371,328	33,264	31,657	33,003	31,417	34,570	29,186	28,494	34,763	34,025	35,785	34,473	32,617	35,532
Fayette	78,218	89,529	7,492	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,417	8,679	8,010	9,511
Franklin	81,682	91,365	9,442	6,856	7,053	7,341	7,363	6,227	6,228	9,951	9,342	8,724	9,598	7,193	7,634
Geneva	90,583	99,129	8,917	9,252	8,225	7,897	8,785	7,684	7,905	9,331	9,659	10,167	9,113	8,737	8,988
Greene	15,674	19,818	1,577	1,619	1,697	1,492	1,644	1,193	1,348	1,774	1,590	2,069	1,840	1,599	1,695
Hale	27,512	30,557	2,762	2,601	2,526	2,521	2,740	2,335	2,346	2,881	3,172	2,949	3,045	2,514	2,749
Henry	38,414	43,841	4,039	3,657	3,744	3,558	4,092	3,514	3,261	4,284	4,143	4,148	4,013	3,424	3,825
Houston	380,869	429,803	35,086	34,920	39,234	36,377	40,442	34,542	35,048	38,347	35,572	38,310	36,727	35,982	39,382
Jackson	133,812	147,746	12,678	12,838	12,820	12,468	12,921	10,764	10,611	13,926	13,960	14,247	13,751	12,857	13,179
Jefferson	3,854,080	4,307,024	370,441	354,863	390,030	375,805	434,462	354,873	344,553	399,743	392,331	404,671	401,915	386,288	388,549
Lamar	25,669	30,047	2,536	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,980	2,643	2,748
Lauderdale	210,477	242,869	21,455	19,754	20,523	20,983	24,886	17,717	16,654	22,576	21,000	21,905	20,957	19,242	21,385
Lawrence	47,520	53,251	4,722	4,279	4,645	4,512	5,189	4,780	3,853	5,225	5,159	5,677	6,174	4,509	4,684
Lee	220,081	251,615	21,022	21,490	22,877	21,539	22,526	21,042	19,795	23,054	23,418	24,124	23,238	21,351	23,593
Limestone	111,708	128,949	11,462	10,264	11,602	11,141	11,304	9,261	9,068	11,895	12,004	13,086	12,013	11,144	11,971
Lowndes	18,696	21,844	1,743	2,006	2,112	1,769	2,474	1,719	1,658	1,969	1,920	2,095	2,141	1,849	1,865
Macon	38,802	43,409	3,646	4,001	3,847	3,472	3,572	4,033	3,260	4,024	3,765	3,915	4,076	3,748	4,071
Madison	650,561	712,693	64,278	57,876	62,528	61,300	65,910	52,838	52,752	65,256	63,337	66,891	61,451	60,610	65,251
Marengo	69,963	72,357	5,682	5,994	6,721	6,000	6,260	5,520	5,521	6,815	5,760	8,548	6,817	6,853	6,839
Marion	71,945	65,426	5,790	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,265	7,451	6,482	6,561	6,022
Marshall	245,626	268,585	23,611	21,674	23,905	22,581	24,559	20,911	20,630	25,494	23,535	26,464	25,084	24,163	24,767
Mobile	1,310,142	1,484,382	126,892	117,553	122,273	121,243	135,685	117,316	111,453	133,530	132,984	135,737	125,874	121,381	110,744
Monroe	99,183	156,798	11,978	11,761	12,761	11,896	11,979	8,140	8,584	10,405	8,973	9,342	7,654	6,805	8,287
Montgomery	880,001	1,033,750	92,675	86,544	90,425	88,220	95,958	82,120	80,640	93,725	89,426	94,501	93,463	85,834	97,431
Morgan	424,408	464,592	37,019	38,217	40,949	35,403	36,682	32,914	30,764	35,050	45,952	45,214	38,917	35,868	39,016
Perry	25,212	28,053	2,342	2,815	2,454	2,398	2,646	2,180	2,081	2,672	2,649	2,771	2,691	2,520	2,790
Pickens	42,799	47,704	3,932	3,884	4,161	4,226	4,323	3,265	3,575	4,485	4,013	4,790	4,901	4,098	4,372
Pike	78,968	89,389	7,428	7,473	7,734	7,271	8,172	6,594	6,162	8,022	8,236	8,890	7,955	6,927	7,856
Randolph	47,582	51,960	4,098	4,106	4,413	4,231	4,991	4,237	3,886	4,616	4,022	4,352	4,437	3,595	3,873
Russell	74,833	83,268	7,225	6,940	6,976	6,928	7,189	6,397	6,101	7,454	7,244	7,839	7,706	7,078	7,623
St. Clair	74,776	94,879	9,597	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,364	10,124	10,098	9,357	10,720
Shelby	198,671	231,350	21,678	18,557	20,947	20,840	19,431	18,584	18,488	21,800	20,421	23,872	24,314	20,738	23,092
Sumter	28,493	30,578	2,671	2,632	2,786	2,567	2,875	2,408	2,203	2,927	2,626	2,978	2,989	2,719	2,854
Talladega	167,255	184,561	16,749	15,507	16,007	15,079	17,621	14,901	14,290	17,690	16,481	18,095	17,358	17,226	17,057
Tallapoosa	107,804	116,459	10,026	9,492	10,332	9,030	10,266	8,444	8,159	10,349	9,508	10,230	10,489	9,628	10,381
Tuscaloosa	432,745	474,953	42,121	42,063	41,010	41,471	44,109	37,350	36,539	41,786	40,764	43,624	42,285	40,832	43,787
Walker	200,992	223,305	19,876	19,642	19,697	19,321	19,729	17,972	18,015	21,649	20,044	21,375	20,268	19,328	21,112
Washington	20,696	23,013	2,226	1,906	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,422	2,210	1,826	1,878
Wilcox	26,164	29,989	2,539	2,327	2,415	2,644	2,570	2,437	2,803	2,939	2,640	2,902	2,923	2,477	2,562
Winston	66,452	79,900	7,509	7,152	7,189	5,805	6,943	6,203	6,441	7,477	7,252	8,778	8,429	7,120	7,938
Statewide [11]	2,603,581	2,908,331	265,200	246,588	260,974	287,162	355,790	208,183	245,402	278,966	247,369	294,370	299,437	277,801	287,803
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	808	1,779	367	915	465	794	1,122	551	793	840	1,195	415	1,247
Residential	3,641	5,366	524	1,194	221	587	273	186	268	412	84	378	238	220	363
Nonresidential	7,374	3,482	132	510	103	70	110	514	757	26	554	317	866	109	734
Birmingham															
Building permits (*$1,000*)															
Total	82,340	115,704	5,351	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367	10,880
Residential	26,683	30,517	1,600	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117	2,620
Nonresidential	23,658	38,577	572	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692	4,368
Decatur															
Building permits (*$1,000*)															
Total	44,141	49,063	4,900	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103	5,524
Residential	13,610	14,710	1,233	1,114	1,157	994	820	689	796	1,003	1,158	1,472	1,366	1,269	1,438
Nonresidential	29,259	32,950	3,513	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661	3,909
Dothan															
Building permits (*$1,000*)															
Total	25,744	17,171	1,214	2,179	1,207	1,530	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190	1,332
Residential	12,313	7,434	671	448	727	507	584	810	1,058	1,152	1,400	979	1,766	497	936
Nonresidential	10,847	7,194	379	1,496	155	778	1,100	2,031	550	2,263	696	203	808	1,408	218
Gadsden															
Building permits (*$1,000*)															
Total	23,217	16,498	6,720	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027	1,158
Residential	4,349	5,904	1,752	197	299	2,149	36	188	122	190	1,515	564	559	445	548
Nonresidential	16,334	8,588	4,967	544	15	17	18	359	1,063	174	253	294	298	335	364
Huntsville															
Building permits (*$1,000*)															
Total	41,647	60,331	4,136	3,905	3,427	5,427	5,390	4,061	2,818	7,584	5,812	3,380	5,765	6,542	1,786
Residential	22,982	29,097	1,743	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164	1,178
Nonresidential	12,740	25,497	1,887	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873	608
Mobile															
Building permits (*$1,000*)															
Total	102,479	78,754	3,942	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352	8,960
Residential	52,028	25,381	1,182	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832	5,207
Nonresidential	40,244	41,272	1,833	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532	2,247
Montgomery															
Building permits (*$1,000*)															
Total	80,309	88,523	5,081	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020	8,714
Residential	36,563	42,252	2,718	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293	5,862
Nonresidential	35,762	36,716	1,538	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808	1,904

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978					1979							
	1977	1978	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,845	34,412	3,922	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244
Residential	17,430	16,330	1,562	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871	1,463
Nonresidential	14,122	15,011	2,101	1,278	564	155	250	74	595	86	820	700	658	755	278
Selma															
Building permits *($1,000)*															
Total	4,859	6,474	339	262	1,592	554	289	561	402	995	450	426	538	650	703
Residential	2,546	1,765	148	180	110	195	202	450	264	351	159	274	234	429	270
Nonresidential	1,075	3,296	......	4	1,276	247	......	43	......	463	101	48	92	59	160
Tuscaloosa															
Building permits *($1,000)*															
Total	38,714	29,257	2,738	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474
Residential	25,828	16,549	1,894	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793	1,046
Nonresidential	9,550	8,916	462	2,418	1,941	254	380	139	492	798	192	422	103	5,485	4,112

NOTE: A complete listing of data sources is available in this issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. *r* Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

C&BA Celebrates 60 Years of Service

The year 1979 marks the 60th anniversary of the founding of The University of Alabama's College of Commerce and Business Administration. In a letter published in the Fall 1979 edition of *The Executive*, a publication of the Commerce Executives Society, Interim Dean Edward M. Smith reflected on the school's history. The text of that letter is printed below in its entirety.

In 1919, when our commerce school was founded, business schools in universities had been in operation for only about 20 years. Before the turn of the century, the best "school" for business had been considered the "school of experience." But our University and State were among the first to realize that "business administration is a university subject."

Since its establishment in 1919, our school has been dedicated to providing the best professional business training possible—through research, service, and teaching: the goals of the University.

In 1979—our 60th anniversary—we find an increasing need for sound training in economics and business. The scarcity of resources, inflation, and the energy crisis have forced us to focus more precisely on efficient management of organizations—both profit and nonprofit.

Our college is unusual in that in its 60 years of existence it has had only three deans. The tenure of each dean is characterized by remarkable quality and growth, and each period is rather distinct in its orientation.

The late Dean Lee Bidgood's tenure was characterized by establishing a sound beginning for a College of Business with regional and national reputation. His faculty was recruited from the best schools nationally, and his leadership was recognized by his election as president of our national accrediting society (American Assembly of Collegiate Schools of Business) on two occasions.

Dean Emeritus Paul Garner's period of service was characterized by an expansion of faculty and programs to accommodate the expanding numbers of students wishing to attend the College. Dean Garner is known for his early interest in international business. In addition to taking the name of The University of Alabama to all corners of the world, he was active in representing the College nationally.

Dean Jack Fielden strengthened and established new relationships with the business community and created a partnership which serves as a model for colleges of business. His period of service as dean is also characterized by the recruitment of high quality faculty and the promotion of faculty research.

During this next academic year, the administration and faculty will be dedicated to the development of an intellectual and professional atmosphere which will be conducive for the continuation of the fine record of the College of Commerce and Business Administration. The search process for a new dean is underway, and we are dedicated to providing the supportive environment for the new dean to develop his own period of distinctive service for the College.

As we pause to commemorate the end of 60 good years of service, we sincerely wish to thank all of you for your interest and your support in so many ways, and we ask that you continue to support us as we strive to serve the state in any way possible.

Alabama Business is a monthly publication of the Center for Business and Economic Research of The University of Alabama College of Commerce and Business Administration. Articles reflect the opinions of the authors, but not necessarily those of the staff of the Center, the faculty of the College of Commerce and Business Administration, or the administrative officials of The University of Alabama.

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The Economy in Perspective:

Trends in State Expenditures

Expenditures by the state government have a large and pervasive impact on the economy of Alabama since the state directly employs more people than does any other entity. The state government is also a large source of demand for raw materials and goods and services: from sand and gravel to pencils to airline tickets. Thus, the pattern of government expenditure can have a significant impact on the growth trends for economic sectors and geographic regions within the state.

In 1978, state expenditures in Alabama totaled approximately $2.75 billion. This total includes transfers of funds to local governments, but it excludes the transactions of the retirement systems ($.9 billion) and transactions involving social security contributions and state employee withholding taxes. The $2.75 billion of state expenditure was comprised of approximately 25% federal grant funds and 75% state-generated funds. The state-generated funds were primarily tax receipts, but certain nontax sources were also important. The 4% state sales tax generated $495 million, which is 25% of the non-Federal money which the state spent in 1978. Major nontax sources in 1978 included interest on state deposits ($22 million) and court fees and fines ($11 million).

The $2.75 billion which the State of Alabama spent in 1978 appears to be a sharp increase compared to the $.96 billion which was spent in 1968. Nominal state expenditure has increased from $278 per capita in 1968 to $743 per capita in 1978. The appearance of a sharp increase is deceiving, however, since the past 10 years have been characterized by an intense and prolonged inflation in the U.S. economy.

Every individual is aware of how the rising cost of living has affected him or her personally during the past 10 years. The same inflationary forces have also affected the ability of the State of Alabama to provide governmental services. Adjusted for inflation (using the implicit GNP deflator), the $2.75 billion of expenditure in 1978 is equivalent to only $1.43 billion in 1968 purchasing power. Since 1968, the real level of state expenditure has increased only 48%, and part of that increase can be associated with a growing population. Real per capita expenditure has increased from $278 in 1968 to an equivalent of $386 in 1978—a real increase of 39%. During the same period, the real per capita personal income of Alabama citizens has increased by almost 100%. In real terms, state government services represent a smaller proportion of per capita personal income in 1978 than in 1968.

During the past 10 years, the functional pattern of state government services has changed. Some areas of government expenditure have shown marked real growth, while others have diminished in real terms. Some programs, like Medicaid and the Law Enforcement Assistance program are areas of present expenditure which did not exist 10 years ago. The accompanying table summarizes the change between 1968 and 1978 in the real value of expenditures by state government under several categories of service.

Change in Real Purchasing Power of State Government Expenditures, 1968 to 1978

Category	Percent Change
Health (including Medicaid)	+415
General Government Administration and Regulation	+243
Protection of Persons and Property	+ 68
Education (including libraries)	+ 56
Health (excluding Medicaid)	− 2
Highways and Transportation	− 2
Natural Resources and Recreation	− 24
Social Services	− 24

The above calculations are based on deflation of 1978 expenditures by the implicit GNP deflator for state and local government services, as reported by U.S. Department of Commerce. It should be noted that 1968 social services expenditures are not really comparable to those for 1978 because of significant changes in the relationships of state and federal programs and responsibilities. In other respects, the figures speak for themselves.—**Ronald Bird**

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Perceptions of the Energy Crisis by Alabamians

by

Richard M. Durand*

Since the 1973-74 Arab oil embargo and the dramatic increase in the price of oil, the United States has primarily attempted to balance energy supply and demand by following two strategies: seeking alternate domestic-energy sources and emphasizing energy conservation.

On the supply side, procedures have been examined for the development of solar and geothermal sources of energy, bioorganic sources of energy (e.g., methane), nuclear energy, and other fossil fuels. Although an increase in domestic supplies of energy will be necessary to reduce U.S. dependence on foreign oil in the long run, it is not sufficient and does not aid in reducing the crisis in the short run.

To reduce the energy crisis—both in the long and short run—a great deal of emphasis must be placed on the demand side to conserve or demarket energy. Since American consumers play a large role in energy consumption, the success of any program attempting to balance supply and demand must not overlook them.

Just as all individuals do not have the same values, attitudes, or beliefs toward another individual or product, all individuals do not perceive the energy crisis and what can be done to help alleviate it in the same fashion. Treating all consumers as if they hold the same attitude, by developing one strategy or program for all, will most certainly doom any consumer-oriented program on conserving energy just as such a strategy would generally doom the marketing of a product. Ultimately, before any effective conservation program can be mounted—with appropriate advertising, price rationing, or similar strategies—the first step must be to understand what the consumer believes, wants, and is willing or able to respond to when it comes to energy. The purpose of this study, therefore, is to provide an empirical understanding of how Alabamians perceive the energy crisis.

Methodology

Sampling Procedure. Data for the study were collected by a mail questionnaire sent to Alabama respondents in December 1978 and January 1979. The respondents were selected in two separate stages from the July 1978 billing records of Alabama Power Company. First, a sample of 3,000 was provided by selecting every 264th power customer from the company's list of 792,289 customers. Because a substantial number of those selected were businesses, a second sample of 2,000 was drawn, also in a systematic manner, by selecting every 396th customer. Of this second sample, approximately half were randomly selected for inclusion on a random basis.

Approximately 3,800 questionnaires were mailed with a cover letter explaining the purpose of the study. A reminder postcard was mailed approximately two weeks after the questionnaire. Of those questionnaires mailed, 692 or 18.2% were returned in usable form, a reasonable response given the length and complexity of the instrument and the return rates of similar studies. Furthermore, other factors may have influenced the response rate to the questionnaires. First, mailing the questionnaires during the Christmas season may have precluded some people from filling them out. Second, the questionnaires were sent by bulk rate and, therefore, were not forwarded if the respondent had moved.

To gain a more complete understanding of the effect of the nonresponse in the mail sample, a follow-up study of 73 individuals who had not completed the original questionnaire was conducted. These respondents were randomly selected from the total list of nonrespondents and were offered an incentive of $3.00 to complete the questionnaire. The incentive was deemed necessary to ensure a prompt response. The only significant difference found in this follow-up sample was that more females responded (54.8%) than in the original sample (32.2%).

Table 1

Demographic Profile of the Respondents

Characteristics	Percentages*	Number Responding†
Sex		
Male	67.8	442
Female	32.2	219
Marital Status		
Single / Resingled	26.5	181
Married	73.5	503
Occupation		
White collar	37.4	252
Blue collar	31.5	212
Retired	17.4	117
Unemployed / Homemaker	13.8	93
Age		
Under 25	5.7	39
25-44	40.0	274
45-64	40.2	275
65 and over	14.0	96
Area of Residence		
Rural	21.4	146
Small town	19.7	134
City	27.2	185
Suburb	31.7	216
Home Ownership		
Own	84.6	577
Rent	15.4	105
Educational Attainment		
Elementary school	8.3	57
Some high school	11.4	78
Completed high school	17.3	118
Vocational or technical training after high school	11.7	80
Some college	23.0	157
Completed college	12.4	85
Some graduate study	15.8	108
Annual Income		
$0-$4,999	8.2	55
$5,000-$14,999	31.7	212
$15,000-$24,999	34.2	229
$25,000 or more	25.9	173
Zip Code		
Jasper, Tuscaloosa, Birmingham, Gadsden	63.9	427
Opelika, Montgomery, Selma	26.3	176
Mobile, Evergreen, Dothan	9.7	65
Race		
Black	12.5	85
White	86.8	592
Other	0.7	5

*Total percentages may not add to 100% due to rounding.

†The number responding to each category will not add up to 692 because of incomplete, though usable, questionnaires.

Sample Profile. The demographic profile of those responding to the questionnaire is presented in Table 1. As can be seen, males were overrepresented in the survey with 67.8% of the total respondents. This may have been due to the envelopes' being addressed to the individual shown on the power company's billing list, which is normally in the husband's name. Addressees, however, were given the option of either completing the questionnaire themselves or, if married, having their spouse fill it out. Obviously, many males decided to fill it out themselves rather than delegate it. Of the total number of respondents, 73.5% were married, and the average family size was approximately 2.9 people. The average age of the respondent was approximately 47.

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*Dr. Durand is Associate Professor of Marketing in the College of Commerce and Business Administration, The University of Alabama. This article is based on a formal study by Dr. Durand, funded by and prepared for the Energy Impact Assessment Program of the School of Mines and Energy Development, The University of Alabama.

From an economic perspective, the largest segment of the respondents were employed in white collar jobs (37.4%) and had at least some college training other than vocational or technical (51.2%). Correspondingly, over 43% of the sample also reported a family income of $20,000 or more and almost 85% owned rather than rented their residence.

Limitations. Although a sample of 692 respondents is certainly a meaningful number—particularly since all of the demographic segments were well-represented and since no substantial differences were found in a follow-up sample—several limitations must be noted. First, the response rate was not as high nor as representative of women or the lower socioeconomic classes as one would have hoped. It should be mentioned, however, that the follow-up study was successful, with only differences in the sex of the respondents found. Second, although several implications will be drawn from the results, causality cannot be determined from the responses to a mail questionnaire. Finally, besides the other problems with survey research, one major limitation of this study is that it is already "old." Since these data were collected, two major energy-related problems have surfaced: the Iranian oil crisis and the nuclear accident at Three Mile Island. Undoubtedly, both of these events can be expected to alter the overall beliefs and behavior of consumers.

Perceptions of the Energy Crisis

An infinite number of issues can be examined that relate to how the energy crisis is perceived by Alabamians. For this study, 40 specific questions dealing with the energy crisis were included. However, because interpretation of 40 individual issues is cumbersome at best, 25 of the questions have been grouped through the use of factor analysis into six meaningful areas which summarize how the energy crisis is perceived. The issues and the distribution of responses to them are presented in Table 2.

Table 2

Response to Energy-Related Issues

Factor	Percentage*			Number Responding†
	Disagree	Neutral	Agree	
Attempts to Solve the Energy Crisis				
1. Congress has done all it can to solve the energy problem	85.6	10.3	4.1	687
2. President Carter has done all he can to solve the energy problem	77.8	11.5	10.8	688
3. The electric companies have done all they can to solve the energy problem	83.8	9.6	6.7	690
4. The petroleum companies have done all they can to solve the energy problem	83.0	10.3	6.7	687
5. The natural gas companies have done all they can do to solve the energy problem	78.9	13.0	8.2	687
Magnitude of the Energy Crisis				
1. Rationing of energy resources will be necessary for at least the next five years	40.0	13.4	46.6	685
2. At this point in time, our traditional energy resources (coal, oil, natural gas, etc.) are insufficient to continue energy consumption at the present rate	33.0	9.5	57.5	684
3. The worst of the energy crisis has passed**	68.7	18.7	12.6	683
4. The energy crisis is for real	20.3	10.9	68.8	679
5. If the energy shortage gets any worse, the country will be in bad shape	19.0	12.0	69.1	686
6. Saving energy requires you to make major sacrifices	25.8	5.4	68.7	681
7. Science and technology will be able to resolve the energy crisis without conservation**	63.0	17.3	19.6	682
Pollution and the Energy Crisis				
1. Because of the abundance of coal, industries should be encouraged to switch to coal as a fuel despite the air pollution it causes	28.6	12.8	58.5	685
2. We should forget about reducing pollution until our energy problems are solved	53.4	5.8	40.7	685
3. Utility companies should be allowed to burn cheaper fuel even though this would cause more pollution	39.6	17.0	43.4	684
Construction of Power Plants				
1. Nuclear power plants will help save our scarce resources	8.4	21.9	69.7	677
2. Utility companies should build more power plants to meet energy demand	16.4	27.7	55.9	687
3. Nuclear power plants are a menace to our society**	58.6	26.9	14.5	677
Consumer Impact on Energy Conservation				
1. My personal conservation efforts have little impact on total consumption of energy	48.5	9.7	41.8	682
2. My electricity bill would be the same no matter what I did	72.2	3.9	23.9	687
3. There is not much the average citizen can do to save electricity	82.6	2.5	14.9	689
4. Conserving electricity will save me money in the long run**	10.5	5.3	84.2	685
5. It would be very hard for me to cut down on the use of electricity in my home	56.7	4.8	38.4	658
Perception of Corporate Advertising on Energy Issues				
1. Companies that advertise their efforts to reduce air pollution are more concerned with public relations than pollution control	24.2	19.7	56.1	686
2. Oil companies that advertise their efforts to develop new energy sources are more concerned with public relations than resource development	30.2	19.8	50.0	686

*Total percentages may not add to 100% due to rounding.

†The number responding to each question is consistently less than 692 because of incomplete, though usable, questionnaires.

**This statement should be reverse scored to make it consistent with the other issues in the factor.

Attempts to Solve the Energy Crisis. Responses to questions dealing with identifying who has attempted to solve the energy crisis show that, beyond a shadow of a doubt, Alabamians do not believe that all has been done to alleviate the crisis. Almost 86% of the sample state that Congress has not done all that it can to solve the energy problem, and approximately 78% feel that way about President Carter. The energy-related industries fare worse than the President yet somewhat better than Congress. With such an overwhelming percentage of the sample doubting that the energy-related companies and elected officials have done much to solve the energy problem, it is understandable why a significant percentage of the population does not feel that they can do much to help reduce the energy crisis through individual actions.

Magnitude of the Energy Crisis. The second factor is comprised primarily of seven belief statements dealing with the magnitude of the energy crisis. Responses to these questions appear to indicate two things. First, the energy crisis is, for the most part, perceived to be a real phenomenon. Almost 70% of the sample agree with the statement that if the energy problem gets much worse, the country will be in bad shape; approximately 68% perceive that the energy crisis is for real; and nearly 69% feel that the worst of the energy crisis has not passed. Although a majority agree with statements dealing with the magnitude of the energy crisis, one cannot overlook the fact that at least 30% are either neutral or do not perceive the crisis to be "for real" or feel that science will resolve it.

Second, given that most people feel that the United States is in the midst of an energy crisis, it is interesting to note that a significant percentage of the respondents feel that rationing will not be necessary (almost 40%). They do acknowledge, however, that science and technology will be unable to resolve it without conservation and that traditional resources are insufficient to continue energy consumption at the present rate.

Pollution and the Energy Crisis. One approach that has been proposed as a means of easing the energy crisis is to reduce pollution standards so that business and utilities can use fuel which is more plentiful yet causes pollution. In a national survey conducted by Cambridge Reports, 34% of the sample favored converting electric utilities to coal, even if it meant great pollution. In the South, it found 43% were in favor of allowing utilities to burn cheaper fuel and 44% were opposed.[1] The sample in this study is far more in favor of encouraging industries to burn coal despite air pollution, with 58.5% agreeing with the statement and 28.6% disagreeing.

For this factor, therefore, it appears that there are substantial segments on each side of the issue of reducing the energy crisis by burning cheaper fuel. As would be expected in view of Alabama's large coal reserves, more citizens here are in favor of forgetting completely about pollution until the energy problems are solved. One possible reason for this is that most respondents perceive the energy problem as an enduring one rather than one which will be solved in the short run.

Construction of Power Plants. In interpreting the questions relating to the construction of power plants, it is important to reiterate that the data were collected prior to the Three Mile Island nuclear power problem. There is no way of estimating how this situation might have influenced the responses.

Many of the respondents agree to questions concerning the building of power plants and feel that nuclear power plants will help save scarce resources. Only 14.5% indicate that they perceive nuclear power to be a menace to society, whereas 58.7% say that it will not be. The most interesting conclusion to be made concerning this set of issues, however, is the large amount of neutral responses given to the questions. The average percentage of neutral response for the three questions is 25.5%, which is significantly greater than that found for the other factors. Both the large number of neutral responses and the degree of favorableness towards nuclear power and the construction of power plants were also found for the South by the Cambridge Reports study and by a study by Craig and McCann in New York.[2]

Consumer Impact on Energy Conservation. How consumers perceive their behavior to impact energy conservation is very crucial. Overall, the responses seem to indicate that consumers feel that they can conserve electricity and that conserving will save them money. There appears to be a significant segment of citizens, however, who feel that their efforts do not impact the total picture and that it will be hard for them to cut down on the use of electricity in their homes. Approximately 42% feel that their conserving energy will not impact the total energy consumption, a figure substantially higher than that received in an FEA-sponsored national survey in 1977. In that study, only 32% of those living in the South felt that the solution to the fuel shortage is in the people's hands.[3]

Perception of Corporate Advertising on Energy Issues. The credibility of conservation-oriented messages presented by energy-related firms is very important to the total conservation effort in Alabama as well as for the country as a whole. However, at least 50% of the respondents report that advertising efforts by companies concerning the development of either new energy sources or the reduction of air pollution are done for public relations purposes. Thus, citizens apparently perceive corporate advertising of the energy crisis as lacking credibility. This possibility is consistent with research by Craig and McCann in 1978 that found an advertising message originating from the Public Service Commission of New York to be more effective in generating requests for conservation information than the same message originating from Consolidated Edison of New York.[4]

Perceived Ways to Conserve Energy

A number of avenues are open both to the federal government and to consumers to impact energy usage and conservation. The government, for example, can remove price regulations on energy, tax energy, ration, or provide economic incentives to conserve. All of these actions have been proposed or implemented to one degree or another. Consumers, on the other hand, can make their residences more energy efficient through adding storm doors, insulation, and the like; changing their thermostats so as to consume less energy; or purchasing gas-saver automobiles.

Consumer preferences for government action to encourage conservation are presented in Table 3. There appear to be two factors operating in terms of what consumers would like to see the government do. First and foremost, Alabamians are most anxious for the government to solve the crisis by any means that doesn't directly cost them money. Over 83% of the sample state that they favor the government setting conservation standards for new homes and buildings, and over 50% favor the government paying part of the cost of insulation or storm windows. Consistent with the philosophy of not wanting an increase in the price of energy, almost 50% also favor sending limited energy supplies where they are most needed.

There is little doubt that Alabamians, along with the rest of the nation, are opposed to increases in energy prices. The

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[1] Cambridge Reports, *The American Public Looks at Energy and the Electric Utility Industry: Problems, Costs and Solutions* (Cambridge, Mass.: Cambridge Reports, April 1978).

[2] Ibid.; D. Samuel Craig and John M. McCann, "Marketing Energy to Residential Consumers of Electricity," Graduate School of Business and Public Administration, Cornell University, January 1977. (Mimeographed)

[3] U.S. Federal Energy Administration, *The Public's Behavior and Attitudes during the February 1977 Energy Crisis*, by The Gallup Organization (Princeton, N.J.: The Gallup Organization, March 1977).

[4] Craig and McCann, "Assessing Communication Effects on Energy Conservation," *Journal of Consumer Research* 5 (September 1978): 82-88.

Table 3
Consumer Preferences for Government Practices to Encourage Conservation

Government Practice	Percentage* Favor	Neutral	Oppose	Number Responding†
1. Remove price regulations and allow the price of fuels to go up	19.2	7.3	73.4	681
2. Send limited supplies to where they are most needed	49.6	24.9	25.6	680
3. Pay part of cost of installing extra insulation or storm windows	52.6	15.3	32.1	680
4. Set conservation standards for new buildings and houses that builders must follow	84.9	5.7	9.4	680
5. Tax gasoline to make it more expensive	5.1	7.9	87.0	683
6. Tax natural gas to make it more expensive	3.2	8.1	88.7	682
7. Tax electricity to make it more expensive	2.2	6.3	91.5	683

*Total percentages may not add to 100% due to rounding.

†The number responding to each question is consistently less than 692 because of incomplete, though usable, questionnaires.

results shown in Table 3 indicate that Alabamians feel the same way. Approximately 74% are opposed to removing price regulation and allowing the price of fuels to go up. Removing price regulation is perceived to be more favorable, however, than taxing fuels to make them more expensive. At least 87% of the sample oppose taxing gasoline; 88.7% oppose taxing natural gas; and 91.5% oppose taxing electricity.

To find if all individuals feel essentially the same towards potential government solutions on energy-related activities, correlation analysis was done to see if any segments prefer the price-oriented methods of conservation which have received the greatest attention from the U.S. government. The results of this analysis indicate that individuals most apt to favor removal of price regulations and the taxing of natural gas, gasoline, and electricity are those who: (1) feel that all has not been done to solve the energy crisis, (2) perceive the energy crisis to be an enduring and important one, (3) feel that the average citizen can influence conservation, and (4) have higher family incomes than do those not favoring increasing energy prices.

Conclusions and Recommendations

One of the most disconcerting findings of this study is the manner in which Alabamians perceive the energy crisis. Although many feel that the government and energy-related firms have not done enough in attempting to solve the energy crisis, they are most in favor of those energy-saving alternatives which affect them least. Deregulation of energy prices and the taxing of energy, which would ultimately reduce demand—presuming it is elastic—are not supported by majority of the sample. The citizens would rather see the government shift the supplies around, require new standards for buildings, permit the construction of additional power plants, and permit power plants to switch to burning fuel which is more plentiful yet higher in pollutants.

Because of the apparent confusion over what the government has done to alleviate the energy crisis, more emphasis must be placed on providing the citizens with consistent and credible information on an ongoing basis. Additionally, more emphasis should be placed on communicating what the consumer can do to reduce energy usage by the state and federal governments. Since a good deal of the corporate advertising was perceived as public-relations oriented, government agencies must make a greater effort to pass this information along to the consumer.

Finally, since consumers are more likely to favor less painful solutions to the energy problem, two specific recommendations can be made which should be well-received by the general public. First, more stringent conservation standards should be placed on new homes and buildings. Potential changes include such items as increasing insulation requirements, installation of heat pumps, use of double-pane glass, etc. Second, for existing structures, substantial tax incentives or guaranteed loans should be offered for adding insulation, heat pumps, etc.

Banking Data Notice
More Banking Supplements Will Be Published

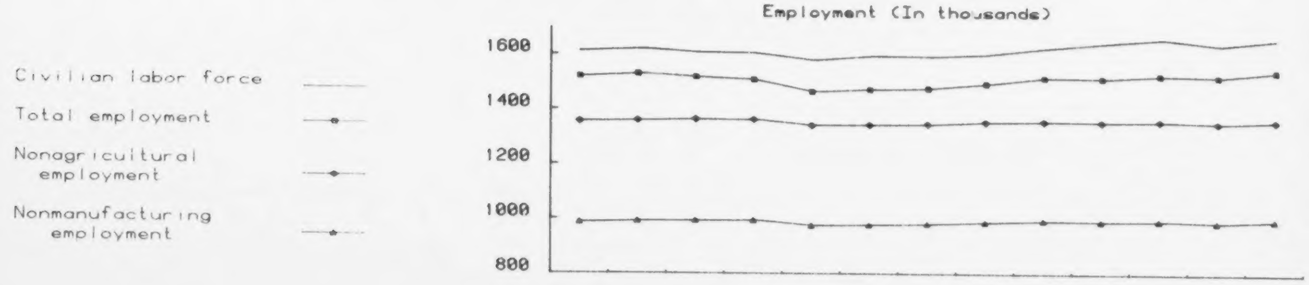
With the March-April 1979 issue of *Alabama Business,* we initiated a new feature for our publication: the *Alabama Business Banking Supplement.* The *Supplement* included the following banking data for the state as a whole as well as for individual counties: quarterly banking figures describing total assets (including detailed data on government securities and net loans), total liabilities (including detailed data on demand deposits, time and savings deposits, and net federal funds purchased), and equity capital.

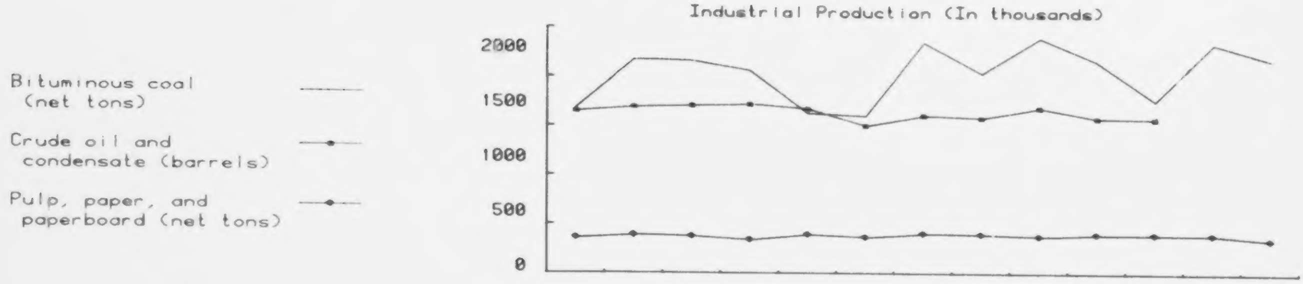
Response to the new feature was encouraging, and two additional supplements—carrying the series through the third quarter of 1978—were published during the year. Since the publication of the July-August issue of *Alabama Business,* however, we have been waiting for fourth quarter 1978 data.

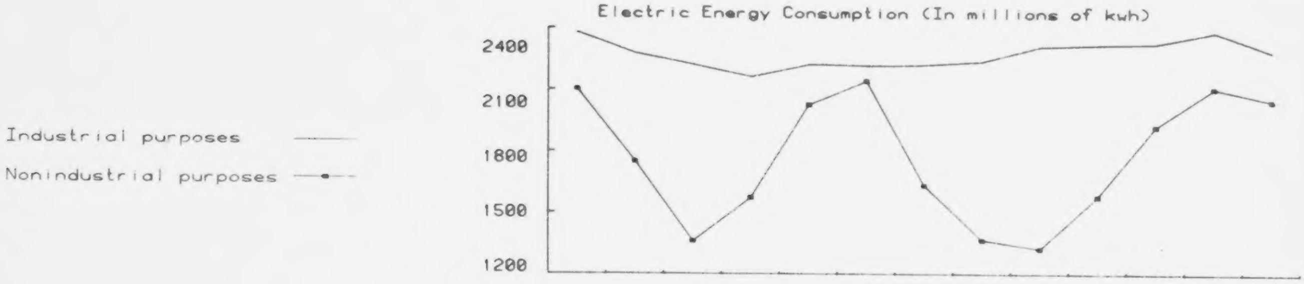
This brief notice is published to let you know that the *Alabama Business Banking Supplement* will be published again as soon as we are able to obtain the data. Efforts are currently being made not only to obtain these data but also to work out some type of arrangement whereby the information will be available on a more timely basis.

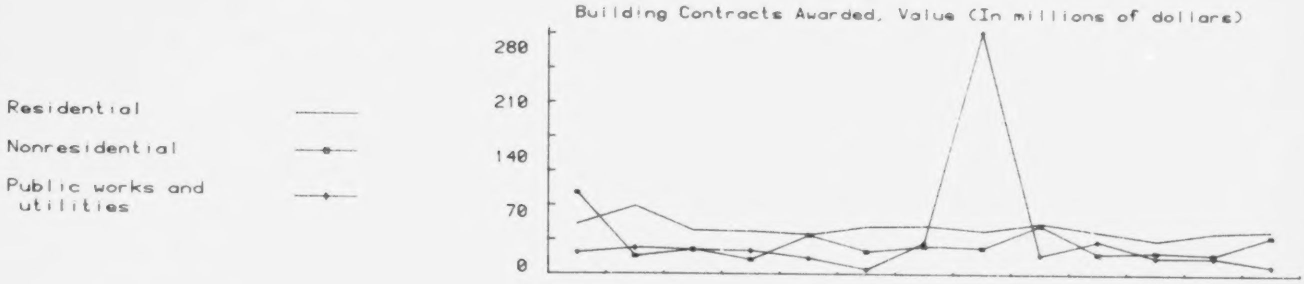
Alabama Business at a Glance

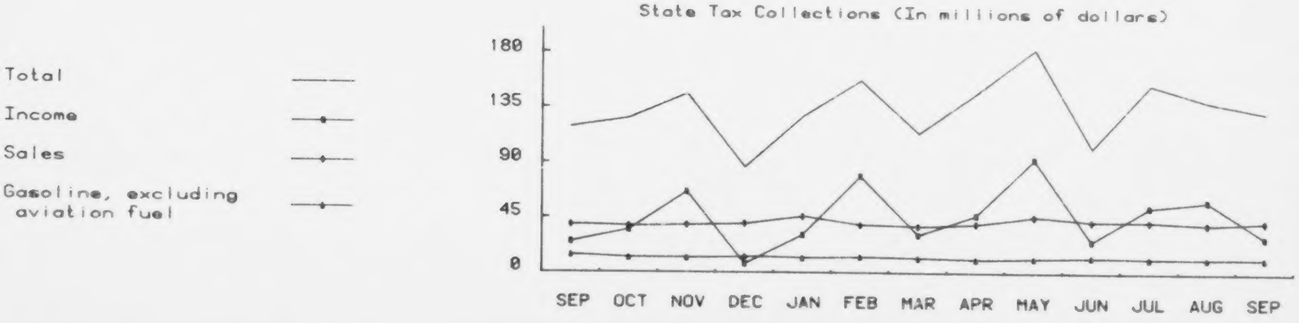
(SEPTEMBER 1978 - SEPTEMBER 1979)











GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,545r	20,110r	1,682	2,171	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756	2,335	2,172
Cement shipments *(1,000 net tons)*	2,351r	2,837r	282	291	222	189	170	160	239	275	264	255	209	260	......
Coke production *(1,000 net tons)*	4,083	3,670	344	369	369	366	367	360	396	370	392	397	402	416	......
Cotton consumption *(1,000 lbs.)*	420,318	412,082	34,356	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,488	32,487r	27,346	......	......
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,649	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	1,572	1,571	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,476	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384
Pig iron production *(1,000 net tons)*	3,014	3,417	277	310	275	286	299	306	339	286	334	338	332	345	273
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	356	387	372	337	393	365	404	395	377	398	397	394	345
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	94.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0	......	......
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	354	392	352	368	372	358	411	370	412	377	386	397	344
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	309,301r	226,681	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589	151,649	161,468r	184,407
Residential	1,016,144r	1,304,837	101,035r	137,510	88,365	85,667	80,583	97,033	99,449	88,334	104,524	87,394	70,462	85,764r	89,745
Nonresidential	593,847r	658,761	165,244r	36,233	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615	45,541	41,023r	77,986
Public works and utilities	370,033r	685,716	43,022r	52,938	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580	35,446	34,881r	16,676
Cement consumption *(1,000 net tons)*	1,400r	1,498r	129	149	117	104	65	77	126	108	126	122	100	132	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,543,568r	4,993,002	422,418	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,688	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963	......
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	119,069	125,995	146,423	86,045	127,816	157,198	113,632	146,612r	182,986	101,688	154,192	140,304	131,403
Franchise	33,784	37,481	4,347	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573
Gasoline (excl. aviation)	144,949	150,919	13,586	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485
Income	420,817	493,972	25,448	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467	29,447
Motor fuels	23,474	26,791	1,872	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937
Sales	415,947	456,694	39,086	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323
2.2% Gross receipts	20,168	25,861	3	6,794	56	8	6,731	106	30	6,669	199	......	6,824	40	......
TVA electric	19,109	19,652	5,576	......	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317
Tobacco	50,630	52,099	4,437	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986
Use	50,981	51,435	542	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732	4,121	393
Utility	70,910	79,978	7,512	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	199.3	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4
Food	192.2	211.4	215.6	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1
Housing	189.6	202.8	207.5	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6
Fuel and utilities	202.2	216.0	218.8	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2
Apparel and upkeep	154.2	159.6	161.9	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8
Transportation	177.2	185.5	188.7	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4
Medical care	202.4	219.4	222.6	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7
Energy	......	220.4	225.1	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	212.3	214.9	215.7	217.5	220.8	224.1	226.7	230.0	232.0r	233.1	236.6	238.1	241.7
Industrial commodities	195.0	209.3	212.4	214.7	216.0	217.2	220.0	222.5	225.4	229.0	231.6r	233.5	237.2	240.3	243.8
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	210.0r	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.551	.512	.502	.498	.495	.493	.489	.483	.478	.473	.467	.462	.457	.452	.448
Wholesale prices	.515	.478	.471	.465	.464	.460	.453	.446	.441r	.435	.431r	.429	.423	.420	.414
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,612.4	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,659.7	1,637.6	1,659.2
Unemployment	114.0	101.0	93.2	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	133.5	117.0	116.4
Unemployment rate	7.4	6.3	5.8	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	8.0	7.1	7.0
Employment	1,420.0	1,492.0	1,519.2	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,526.2	1,520.6	1,542.8
Nonagricultural	1,269.2r	1,336.3	1,355.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,358.2	1,351.9	1,359.9
Manufacturing	354.3r	365.3	369.2	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	362.7	362.4	362.1
Durable goods	165.8r	178.7	181.5	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.2	179.4	180.3
Lumber and wood products	28.9r	30.0	30.5	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1	29.8	29.7
Stone, clay, glass products	10.3r	10.8	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6	10.7	10.6
Primary metals	42.2r	44.6	44.9	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4	43.8	43.4
Blast furn. and steel works	17.4r	18.4	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9	18.9	18.6	18.3
Iron and steel foundries	13.6r	14.7	14.8	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2	13.9	13.9	13.9
Fabricated metals	24.8r	25.3	25.1	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.4	24.8	25.0
Machinery (incl. electrical)	27.0r	31.2	32.0	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.7	32.0	32.7
Transportation	17.9r	20.1	21.2	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3	21.8	22.1
Other durable goods	14.7r	16.7	17.0	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.7	16.5	16.8
Nondurable goods	188.5r	186.6	187.7	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	182.5	183.0	181.8
Food	27.3	27.3	27.7	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.2	27.[illegible]	28.2
Textile mill products	47.2r	45.6	45.8	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.9	[illegible]	43.0
Apparel	52.5r	52.9	53.7	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	50.2	51.3	51.0
Paper and allied products	20.2r	19.4	19.3	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.5	19.1	18.4
Printing and publishing	9.6r	9.9	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8	9.7	9.6
Chemicals and allied products	15.1	15.2	15.3	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7	15.7	15.5
Rubber products	13.0r	13.1	13.2	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.6	13.7	13.5
Other nondurable goods	3.6r	3.2	2.8	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Nonmanufacturing	914.9r	971.0	986.1	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	995.5	989.5	997.8
Mining and quarrying	13.9r	13.6	16.0	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	15.9	16.1	16.2
Bituminous coal mining	10.1r	9.8	12.0	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	11.9	12.1	12.2
Contract construction	75.9	79.6	83.7	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	81.8	81.1	80.9
Trans., comm., and utilities	65.0r	69.2	71.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.8	72.1	71.2
Trade	259.1r	268.9	273.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	275.1	275.6	276.6
Wholesale	70.8r	72.4	74.1	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.4	74.5	75.1
Retail	188.3r	196.5	199.8	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	200.7	201.1	201.5
Finance, insurance, real estate	55.4r	57.6	58.3	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.2	59.2	58.9
Service and miscellaneous	179.3r	192.0	195.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	199.2	199.8	201.0
Government	266.3r	290.1	288.0	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.5	285.6	293.0
Federal	63.1r	64.3	64.5	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.7	63.9	62.9
State and local	203.2r	225.8	223.5	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.8	221.7	230.1

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	22,052	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	28,365	29,456	......
Nonagricultural placements	115,250	109,979	9,243	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	14,316	10,770	......
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	16,645	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	......
Payments *($1,000)*	108,675	107,482	7,030	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,927	......
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,225	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	14,040	13,753	13,895
	4.2	6.5	5.7	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.9	5.6	5.9
Baldwin	27,495r	29,408	30,006	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,855	30,064	29,987
	6.7r	6.0	5.8	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	8.0	6.8	7.0
Barbour	10,712r	11,180	11,343	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,717	11,944	12,152
	8.0	7.1	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.4	9.6	10.1
Bibb	4,689r	5,124	5,136	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	5,166	5,165	5,175
	10.0r	9.4	6.8	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.4	7.1	8.2
Blount	13,097r	13,606	13,940	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,165	14,199	14,514
	7.1	5.8	4.7	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.7	6.1	5.9
Bullock	4,143r	4,254	4,635	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,342	4,418	4,592
	6.3r	7.0	8.1	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2	9.5	8.4
Butler	8,119r	8,373	8,583	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	9,228	8,651	8,806
	6.0	6.2	6.0	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	13.9	6.3	7.0
Calhoun	41,669r	42,709	42,156	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,589	43,366	43,504
	9.1r	7.3	6.7	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.4	7.5	7.4
Chambers	17,508r	17,603	17,740	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,904	16,875	16,778
	4.6	5.3	5.2	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	14.3	9.7	9.0
Cherokee	8,912r	9,432	9,934	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,764	9,867	10,582
	6.9	5.7	4.5	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.0	6.2	5.2
Chilton	11,540r	11,931	12,073	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,949	12,157	12,412
	8.0r	7.3	6.5	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.6	7.4	7.5
Choctaw	5,164r	5,353	5,502	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	6,184	5,651	5,710
	8.3r	7.2	6.4	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	15.0	6.4	6.9
Clarke	9,758r	9,790	9,599	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,969	9,852	9,968
	8.1r	8.2	6.8	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.8	7.4	7.8
Clay	5,375r	5,674r	5,829	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,915	5,816	5,928
	6.1	6.1	5.2	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.2	9.9	8.3
Cleburne	4,556r	4,632	4,884	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,201	5,085	5,135
	5.0	5.5	3.8	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	6.0	7.2	4.5
Coffee	16,878r	18,137	18,791	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,369	19,889	19,924
	6.3r	4.9	3.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4	4.7	4.6
Colbert	21,544r	22,115	22,351	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,528	22,222	22,542
	9.9	7.2	6.0	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.6	8.4	8.2
Conecuh	5,993r	6,584	6,864	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,105	7,099	7,126
	7.5r	5.8	4.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.6	10.9	9.5
Coosa	4,557r	4,839	4,924	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,300	5,232	5,281
	6.5r	5.3	5.0	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8	6.3	5.8
Covington	15,004r	15,357	15,410	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,584	15,150	15,543
	7.4r	5.7	4.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.4	5.1	4.8
Crenshaw	5,974r	6,431	6,521	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,471	6,389	6,689
	5.7r	5.4	5.1	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.9	5.9	4.9
Cullman	24,183r	24,681	25,278	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,932	25,046	25,892
	8.6	6.5	5.7	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.7	8.6	7.1
Dale	10,135r	10,171	10,321	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,619	10,547	10,743
	9.8	6.7	5.2	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.0	7.5	6.9
Dallas	21,675r	20,769	20,775	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,632	20,897	20,860
	9.3r	8.8	7.7	7.2	7.2	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.3	9.0	8.7
DeKalb	23,215r	24,498	25,068	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,368	26,386	26,763
	7.7	6.0	4.8	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	6.9	5.8	6.1
Elmore	15,217r	17,699	18,311	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,444	19,209	19,363
	5.0	4.8	4.4	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.7	5.2	5.2
Escambia	15,117r	14,989	15,473	14,787	15,494	15,408	15,543	15,468	15,650	15,509	15,776	16,003	16,454	15,665	15,792
	8.7	6.8	5.7	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.9	8.4	7.9
Etowah	37,982r	39,597	39,623	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,595	40,355	41,779
	9.0r	7.0	6.2	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9	6.7	7.9
Fayette	9,020r	9,637	9,813	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,691	9,575	9,946
	7.6r	6.0	4.5	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	7.9	5.7	6.5
Franklin	11,020r	11,067	10,866	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,685	11,250	11,250
	9.4r	7.7	5.9	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.5	7.8	7.1
Geneva	10,118r	10,397	10,922	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,653	10,232	10,824
	9.6r	6.2	4.4	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	7.4	4.9	4.4
Greene	3,678r	4,332	4,403	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,101	4,099	4,165
	16.2	10.0	8.3	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	15.0	13.4	12.5
Hale	4,769r	4,811	4,857	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,085	4,761	4,998
	12.5r	10.6	7.7	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.8	10.2	12.0
Henry	6,195r	6,776	7,254	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,859	6,680	6,980
	5.9	6.9	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.4	5.3	4.7
Houston	35,761r	38,083	39,233	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,749	39,289	39,935
	5.3r	5.3	5.0	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5	5.1	4.7
Jackson	20,465r	20,333	20,804	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,322	21,076	21,533
	10.0r	6.9	6.1	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.4	8.0	7.7
Jefferson	306,289r	302,793r	301,101	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	310,525	308,249	313,415
	6.7r	5.4	5.1	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	6.0	5.9	6.1
Lamar	6,837r	7,949	8,065	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,097	8,105	8,203
	5.3r	5.5	4.4	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.4	5.0	5.3
Lauderdale	30,565r	32,496	33,132	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	34,167	33,610	34,148
	7.3	5.9	5.0	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.6	9.2	9.2
Lawrence	10,521r	12,566	13,259	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,407	13,068	13,027
	9.7r	7.3	6.0	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.4	10.2	8.9
Lee	29,544r	31,733r	31,494	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,270	31,990	31,795
	4.2r	4.0	4.1	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	5.5	5.2	4.6
Limestone	18,477r	19,819	20,303	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,166	20,922	21,298
	7.8	6.6	6.1	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.6	7.7	7.5
Lowndes	4,000r	4,376	4,564	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,519	4,627	4,633
	10.2	7.4	8.5	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	10.3	8.7	8.0
Macon	7,104r	7,231	7,273	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,252	7,264	7,380
	7.5r	6.4	7.3	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.3	9.5	6.8
Madison	84,800r	86,159r	86,769	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	91,038	89,810	91,062
	7.6	6.1	5.4	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.6	7.5	6.9
Marengo	8,718r	8,839	9,076	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,884	8,545	8,833
	9.0r	6.8	5.9	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.2	6.8	7.9
Marion	10,954r	11,612r	11,758	11,755	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,199	11,747	11,988
	6.2	6.6r	5.3	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	10.5	8.8	8.9
Marshall	24,156r	27,349	28,351	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,675	28,792	29,391
	7.3	7.1	6.4	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3	6.6	6.7
Mobile	145,471r	149,460r	150,774	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,473	153,130	153,469
	8.5r	7.2	6.9	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.4	9.2	9.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,813	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,466	11,355	11,283
	7.7r	6.8	5.4	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.1	8.2	7.2
Montgomery	80,505r	83,586r	84,182	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,780	88,017	88,377
	6.2r	5.5	5.7	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.3	6.1	5.8
Morgan	33,631r	34,984r	35,395	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,806	36,796	37,020
	7.9r	6.5r	5.6	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.9	8.1	7.1
Perry	4,456r	4,610r	4,867	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,072	4,895	4,998
	9.4r	8.4	8.1	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	11.2	7.8	7.3
Pickens	8,401r	8,101	8,072	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	8,081	7,909	7,876
	9.1r	8.7	7.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.3	7.6	7.3
Pike	12,120r	12,457	12,324	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,151	11,917	12,702
	5.5	5.2	5.4	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.0	5.7	4.5
Randolph	8,007r	8,140	8,384	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,989	7,647	7,700
	8.0	10.4	10.6	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.4	8.8	8.2
Russell	18,397r	18,407	18,619	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,711	17,668	17,720
	8.1r	7.2	7.7	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0	7.4	7.5
St. Clair	11,759r	15,399	16,578	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,223	17,049	17,160
	6.6r	4.9	4.5	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1	5.7	4.9
Shelby	17,057r	22,682	24,686	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,148	24,834	25,066
	6.2r	6.5	7.2	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0	6.4	5.9
Sumter	6,527r	6,571	6,839	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,604	6,581	6,465
	6.3r	5.9	5.3	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	7.9	8.8	6.8
Talladega	26,283r	26,864	26,932	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	27,882	27,403	27,951
	9.4r	8.3	7.4	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1	10.7	10.4
Tallapoosa	15,852r	16,081	16,063	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,659	16,555	16,444
	5.7	5.5	5.0	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.3	6.4	5.5
Tuscaloosa	51,787r	51,592	51,097	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	51,010	51,261	51,769
	7.0	6.9	5.6	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.2	5.9	5.5
Walker	22,896r	28,938	30,628	30,654	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,200	31,682	32,232
	7.1r	6.8	5.9	5.7	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6	7.6	7.9
Washington	6,772r	5,654	5,761	5,682	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,763	5,662	5,881
	6.3r	10.1	10.4	9.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.7	10.4	9.7
Wilcox	4,676r	4,861r	5,068	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,411	5,000	5,197
	11.1r	7.1	6.4	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.4	9.0	8.5
Winston	6,771r	7,432	7,585	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,531	7,685	7,652
	10.1r	8.9	6.8	6.6	6.8	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.7	12.5	9.5
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	111,479	60,644	142,941	33,938	49,055	39,032	44,665	43,823	64,518	50,712	……	……	……
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	4,478	1,652	3,775	671	1,007	1,210	988	1,787	1,789	1,476	……	……	……
Exports															
Value *($1,000)*	708,588r	913,311	62,040	100,519	75,010	69,267	63,685	67,597	93,164	46,158	53,631	65,434	……	……	……
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	639	900	732	522	498	696	873	522	442	538	……	……	……
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	2,754	2,898	2,836	2,800	2,374	2,519r	3,142	3,603	3,051	3,181	3,874	3,279	2,248
Domestic															
Electric energy consumption, nonindustrial purposes *(1,000,000 kwh)*	21,866	22,495	2,202	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	177,648	184,223	177,758	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547
New passenger car registrations[10] *(number)*	178,909	176,113	11,630	14,842	12,994	14,860	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	……
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	234	223	228	248	224	223	250	238	250	276	252	256	166
General stores with food and gas	158	188	17	17	16	17	16	15	18	18	19	21	20	21	20
General merchandise	1,636	1,778	140	146	174	269	119	120	146	155	158	150	140	156	83
Apparel	386	423	34	36	38	63	32	28	37	40	36	35	33	38	33
Furniture, furnishings, etc.	412	461	39	38	40	48	38	37	42	39	43	43	43	45	40
Automotive	2,349	2,708	216	244	213	202	205	210	261	235	248	221	220	250	197
Gasoline service stations	851	859	73	74	71	77	72	67	82	78	83	88	87	99	88
Lumber and building materials	728	850	77	81	77	67	60	57	76	73	83	81	84	91	78
Hardware and farm implements	365	423	34	41	36	33	27	28	37	40	39	37	32	38	35
Eating places	690	809	69	69	67	71	66	64	77	75	78	77	77	80	67
Drug stores	334	362	29	30	30	38	34	32	33	32	36	32	32	33	32
All other retail	1,763	1,968	161	168	162	193	154	152	185	187	208	187	163	187	163
Total sales by retail concerns	12,108	13,537	1,124	1,167	1,154	1,326	1,046	1,033	1,245	1,209	1,281	1,246	1,181	1,294	1,000
Nonretail and unclassified concerns	4,026	4,573	376	429	417	449	356	379	432	405	463	452	407	469	396
Total all sales at retail	16,135	18,110	1,500	1,596	1,571	1,775	1,403	1,411	1,678	1,615	1,744	1,698	1,589	1,763	1,396
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	31,848	33,518	30,556	35,344	27,131	26,206	36,299	32,428	38,557	34,008	31,185	35,562	27,571
Birmingham	4,328,519	4,856,558	401,170	439,562	424,026	481,403	399,018	388,338	452,137	442,250	460,424	457,598	437,225	450,336	348,201
Florence	400,209	462,969	37,882	39,246	39,283	45,850	36,558	35,507	44,062	41,783	45,621	42,790	36,862	45,104	34,810
Gadsden	320,993	371,328	31,657	33,003	31,417	34,570	29,156	28,494	34,787	33,761	35,795	34,534	33,393	36,231	30,480
Huntsville	1,007,895	1,110,227	90,709	98,029	95,020	101,770	83,010	82,469	102,652	98,879	106,495	98,733	96,408	103,718	86,189
Mobile	1,549,980	1,757,700	138,503	144,472	142,549	157,623	136,871	131,226	159,026	157,561	163,329	154,234	146,915	148,452	116,257
Montgomery	1,024,454	1,196,843	99,441	103,656	100,463	108,075	94,420	94,583	108,800	104,655	109,745	109,004	100,104	113,767	81,488
Tuscaloosa	432,745	474,953	42,014	40,940	41,471	43,905	37,390	36,579	41,824	40,764	43,628	42,342	40,332	44,590	35,666
Counties															
Autauga	74,313	85,288	6,627	6,889	6,404	6,499	6,569	7,690	7,867	8,307	8,031	7,919	7,106	7,887	5,768
Baldwin	239,838	273,318	21,350	22,199	21,306	21,996	19,555	19,773	25,496	24,982	27,522	28,062	24,144	25,413	18,659
Barbour	52,971	56,554	4,623	4,543	4,312	5,548	4,230	4,256	5,371	5,260	5,482	5,229	4,324	5,015	3,977
Bibb	24,809	27,255	2,248	2,299	2,400	2,406	2,021	1,923	2,295	2,269	2,422	2,592	2,233	2,695	2,447
Blount	76,414	76,382	6,120	6,722	6,139	6,712	5,615	5,324	7,088	6,574	7,490	8,219	7,473	7,435	6,640
Bullock	23,073	24,934	2,078	2,033	2,322	2,304	2,315	2,275	2,349	2,157	2,408	2,525	2,409	2,579	2,397
Butler	51,764	59,353	4,914	5,077	4,524	5,650	4,859	4,302	5,489	5,160	5,591	5,499	4,950	5,463	4,659
Calhoun	336,906	378,338	31,848	33,518	30,556	35,344	27,131	26,206	36,299	32,428	38,557	34,008	31,185	35,562	27,571
Chambers	61,409	68,953	5,938	6,117	6,384	6,291	6,005	5,407	6,777	6,695	7,017	7,375	7,098	7,678	6,512
Cherokee	42,290	46,189	3,625	5,451	4,326	4,145	3,434	3,256	4,554	4,490	4,823	4,638	3,821	4,196	3,941
Chilton	63,615	72,620	5,810	6,251	6,098	6,624	5,614	5,682	7,005	6,452	7,320	7,032	6,395	6,985	5,449
Choctaw	31,962	37,245	2,985	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,564	3,639	3,296	3,728	3,271
Clarke	83,401	88,097	7,103	7,513	7,080	8,320	6,835	6,396	7,665	7,857	8,033	8,177	7,282	8,109	6,625
Clay	23,313	25,512	2,157	2,484	2,247	2,408	2,033	1,920	2,259	2,175	2,160	2,222	2,106	2,101	2,105
Cleburne	17,457	18,897	1,447	1,601	1,705	1,517	1,321	1,482	1,783	1,675	1,744	1,790	1,547	1,679	1,376
Coffee	109,147	127,746	10,555	10,841	10,577	12,055	10,484	11,432	12,910	12,852	13,422	11,663	11,423	12,850	11,038

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	18,128	18,723	18,300	20,964	18,841	18,853	21,486	20,780	23,692	21,820	17,568	23,337	16,802
Conecuh	35,603	38,525	3,284	2,987	2,748	3,143	3,091	2,635	3,139	2,954	3,226	2,914	2,821	3,081	2,599
Coosa	13,601	14,895	1,304	1,273	1,281	1,320	1,162	1,133	1,360	1,286	1,281	1,389	1,391	1,508	1,254
Covington	113,295	125,895	10,603	11,074	10,391	10,549	9,544	9,529	12,216	12,576	12,215	12,455	10,677	11,844	10,268
Crenshaw	27,786	31,640	2,375	2,683	2,710	2,793	2,284	2,231	3,129	2,996	3,609	3,447	2,795	2,963	2,618
Cullman	187,575	215,399	17,722	19,572	18,812	18,721	16,708	16,685	20,978	20,737	22,947	22,343	20,246	22,463	19,296
Dale	68,240	75,869	6,202	6,488	6,357	7,762	6,030	5,840	8,537	8,209	8,704	9,274	7,615	9,577	7,242
Dallas	175,594	194,607	16,114	17,033	15,839	18,363	15,154	15,002	18,850	17,869	19,215	18,825	16,455	19,264	14,817
DeKalb	130,363	147,697	13,329	13,358	12,452	13,044	11,185	10,625	13,623	12,926	14,332	13,488	13,497	14,174	12,382
Elmore	70,140	77,805	6,265	6,372	6,281	6,818	5,864	6,271	7,204	6,920	7,390	7,554	6,795	7,510	5,887
Escambia	127,926	142,384	11,360	12,739	12,208	13,545	10,611	10,485	12,569	11,907	12,649	12,696	11,497	13,149	10,868
Etowah	320,993	371,328	31,657	33,003	31,417	34,570	29,156	28,494	34,787	33,761	35,795	34,534	33,393	36,231	30,480
Fayette	78,218	89,529	7,113	7,576	7,748	8,821	6,583	6,396	8,011	8,129	9,417	8,679	8,003	9,559	8,246
Franklin	81,682	91,365	6,833	7,053	7,341	7,353	6,227	6,228	9,951	9,350	8,724	9,601	7,217	7,733	6,626
Geneva	90,583	99,129	9,252	8,225	7,897	8,785	7,684	7,905	9,331	9,659	10,181	9,119	8,767	9,161	9,114
Greene	15,674	19,818	1,619	1,697	1,492	1,644	1,193	1,348	1,774	1,590	2,069	1,847	1,602	1,769	1,267
Hale	27,512	30,557	2,591	2,526	2,521	2,740	2,335	2,346	2,881	3,172	2,949	3,049	2,524	2,780	2,239
Henry	38,414	43,841	3,657	3,744	3,558	4,092	3,514	3,261	4,285	4,144	4,149	4,017	3,454	3,863	3,785
Houston	380,869	429,803	34,920	39,235	36,377	40,442	34,542	35,048	38,359	35,581	38,323	36,791	36,115	39,840	33,849
Jackson	133,812	147,746	12,838	12,820	12,468	12,921	10,764	10,611	13,926	13,961	14,248	13,754	12,882	13,680	12,125
Jefferson	3,854,080	4,307,024	354,639	390,331	375,808	434,406	354,919	344,556	399,231	392,423	405,019	402,767	387,290	394,910	308,594
Lamar	25,669	30,047	2,316	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,980	2,649	2,831	2,721
Lauderdale	210,477	242,869	19,754	20,523	20,983	24,886	17,717	16,654	22,576	21,003	21,929	20,970	19,294	21,767	18,008
Lawrence	47,520	53,251	4,279	4,645	4,512	5,189	4,780	3,853	5,207	5,161	5,699	6,179	4,521	4,807	4,397
Lee	220,081	251,615	21,490	22,877	21,539	22,526	21,042	19,806	23,065	23,418	24,133	23,240	21,400	24,048	19,446
Limestone	111,708	128,949	10,264	11,602	11,141	11,304	9,261	9,068	11,895	12,004	13,091	12,049	11,208	12,120	10,641
Lowndes	18,696	21,844	2,006	2,112	1,769	2,474	1,719	1,658	1,969	1,923	2,098	2,148	1,865	1,957	1,759
Macon	38,802	43,409	4,001	3,847	3,445	3,572	4,033	3,260	4,024	3,765	3,915	4,077	3,758	4,211	2,912
Madison	650,561	712,693	58,771	62,522	61,298	65,907	52,838	52,752	65,263	83,337	66,935	61,579	60,978	66,460	53,418
Marengo	69,963	72,357	5,994	6,721	6,000	6,260	5,545	5,546	6,815	5,761	8,550	7,126	6,862	7,063	5,647
Marion	71,945	65,426	5,434	5,600	5,589	6,105	5,028	5,000	6,599	6,265	7,457	6,670	6,598	6,927	6,541
Marshall	245,626	268,585	21,674	23,905	22,581	24,559	20,911	20,649	25,494	23,538	26,469	25,105	24,222	25,138	22,130
Mobile	1,310,142	1,484,382	117,153	122,273	121,243	135,627	117,316	111,453	133,530	132,579	135,807	126,172	122,771	123,039	97,598
Monroe	99,183	156,798	11,761	12,761	11,896	11,980	8,141	8,584	10,412	8,974	9,366	7,679	6,852	8,180	5,930
Montgomery	880,001	1,033,750	86,549	90,395	87,778	94,758	81,987	80,622	93,729	89,428	94,324	93,531	86,203	98,370	69,833
Morgan	424,408	464,592	38,217	40,949	35,403	36,682	32,914	30,764	35,050	45,952	45,218	38,927	35,939	39,769	32,493
Perry	25,212	28,053	2,815	2,454	2,398	2,646	2,180	2,081	2,672	2,649	2,771	2,691	2,521	2,840	2,535
Pickens	42,799	47,704	3,884	4,163	4,226	4,323	3,265	3,575	4,485	4,013	4,790	4,902	4,104	4,420	3,751
Pike	78,968	89,389	7,473	7,734	7,271	8,172	6,594	6,162	8,022	8,236	8,902	7,973	7,129	8,110	6,388
Randolph	47,582	51,960	4,106	4,413	4,231	4,991	4,242	3,886	4,621	4,022	4,352	4,438	3,754	4,043	4,006
Russell	74,833	83,268	6,940	6,976	6,928	7,189	6,397	6,104	7,455	7,244	7,839	7,707	7,097	7,308	5,883
St. Clair	74,776	94,879	8,332	8,587	8,057	7,837	7,540	7,277	9,457	9,362	10,124	10,112	9,457	10,340	9,215
Shelby	198,671	231,350	18,557	20,947	20,840	19,431	18,584	18,488	21,800	20,421	23,888	24,438	21,091	23,451	14,409
Sumter	28,493	30,578	2,632	2,786	2,567	2,875	2,408	2,203	2,927	2,626	2,978	3,006	2,751	2,979	2,670
Talladega	167,255	184,561	15,470	15,973	15,056	17,584	14,901	14,290	17,694	16,471	18,123	17,385	17,312	18,164	12,719
Tallapoosa	107,804	116,459	9,492	10,332	9,030	10,266	8,444	8,159	10,349	9,508	10,230	10,521	9,664	10,480	8,440
Tuscaloosa	432,745	474,953	42,014	40,940	41,471	43,905	37,390	36,579	41,824	40,764	43,628	42,342	40,332	44,590	35,666
Walker	200,992	223,305	19,642	19,697	19,321	19,729	17,975	18,017	21,649	20,044	21,393	20,281	19,387	21,635	15,983
Washington	20,696	23,013	1,906	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,422	2,220	1,969	2,139	2,038
Wilcox	26,164	29,989	2,327	2,415	2,644	2,570	2,437	2,803	2,939	2,640	2,902	2,923	2,485	2,603	2,791
Winston	66,452	79,900	7,152	7,189	5,805	6,943	6,203	6,442	7,477	7,254	8,782	8,437	7,134	8,030	6,982
Statewide [11]	2,603,581	2,908,331	246,588	260,976	287,129	355,791	208,185	245,403	278,967	247,370	296,535	299,439	277,834	357,381	276,171
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	1,779	367	915	465	794	1,122	551	793	840	1,195	415	1,247	6,887
Residential	3,641	5,366	1,194	221	587	273	186	268	412	84	378	238	220	363	2,972
Nonresidential	7,374	3,482	510	103	70	110	514	757	26	554	317	866	109	734	3,848
Birmingham															
Building permits ($1,000)															
Total	82,340	115,704	12,230	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367	10,880	15,068
Residential	26,683	30,517	5,469	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117	2,620	9,392
Nonresidential	23,658	38,577	1,885	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692	4,368	1,018
Decatur															
Building permits ($1,000)															
Total	44,141	49,063	4,253	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103	5,524	5,719
Residential	13,610	14,710	1,114	1,157	994	820	689	796	1,003	1,158	1,472	1,366	1,269	1,438	1,697
Nonresidential	29,259	32,950	3,010	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661	3,909	3,874
Dothan															
Building permits ($1,000)															
Total	25,744	17,171	2,179	1,207	1,530	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190	1,332	2,846
Residential	12,313	7,434	448	727	507	584	810	1,058	1,152	1,400	979	1,766	497	936	575
Nonresidential	10,847	7,194	1,496	155	778	1,100	2,031	550	2,263	696	203	808	1,408	218	2,098
Gadsden															
Building permits ($1,000)															
Total	23,217	16,498	976	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027	1,158	760
Residential	4,349	5,904	197	299	2,149	36	188	122	190	1,515	564	559	445	548	242
Nonresidential	16,334	8,588	544	15	17	18	359	1,063	174	253	294	298	335	364	290
Huntsville															
Building permits ($1,000)															
Total	41,647	60,331	3,905	3,427	5,427	5,390	4,061	2,818	7,584	5,812	3,380	5,765	6,542	1,786	3,878
Residential	22,982	29,097	982	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164	1,178	2,757
Nonresidential	12,740	25,497	2,436	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873	608	602
Mobile															
Building permits ($1,000)															
Total	102,479	78,754	3,897	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352	8,960	3,280
Residential	52,028	25,381	1,141	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832	5,207	876
Nonresidential	40,244	41,272	1,786	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532	2,247	525
Montgomery															
Building permits ($1,000)															
Total	80,309	88,523	17,405	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020	8,714	4,825
Residential	36,563	42,252	2,391	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293	5,862	2,455
Nonresidential	35,762	36,716	14,041	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808	1,904	1,539

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978				1979								
	1977	1978	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,845	34,412	2,525	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638
Residential	17,430	16,330	981	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871	1,463	1,051
Nonresidential	14,122	15,011	1,278	564	155	250	74	595	86	820	700	658	755	278	128
Selma															
Building permits *($1,000)*															
Total	4,859	6,474	262	1,592	554	289	561	402	995	450	426	538	650	703	576
Residential	2,546	1,765	180	110	195	202	450	264	351	159	274	234	429	270	212
Nonresidential	1,075	3,296	4	1,276	247	......	43	......	463	101	48	92	59	160	262
Tuscaloosa															
Building permits *($1,000)*															
Total	38,714	29,257	3,627	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147
Residential	25,828	16,549	908	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793	1,046	699
Nonresidential	9,550	8,916	2,418	1,941	254	380	139	492	798	192	422	103	5,485	4,112	2,025

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Hall of Fame Adds Five Members

Five new members—including the first two living members—were added to the Alabama Business Hall of Fame on October 23 at its sixth annual induction ceremony at The University of Alabama. The five additions increase the membership of the Hall of Fame to a total of 31.

The two living members are John Anton Hand (1901-   ) of Birmingham and Thomas Dameron Russell (1903-   ) of Sylacauga. Hand, who was honored for his contributions as a banker, civic leader, and humanitarian, led First National Bank of Birmingham for many years and was a pioneer in the movement toward bank holding companies in Alabama. Russell, who was honored for his contributions as a businessman, philanthropist, and textile-industry leader, has led Russell Mills Corporation since 1945. His father, Benjamin Russell (1876-1941) was the founder of Russell Mills and was an original member of the Hall of Fame in 1974.

Charles Anglin Hamilton (1876-1942) of Anniston, who was honored for his contributions as a manufacturer, entrepreneur, and community leader, was a founder of Alabama Pipe Company. Balpha Lonnie Noojin (1885-1950), who was honored for his contributions as an athlete, educator, businessman, and politician, was a founder of Noojin Supply Company in Gadsden. And finally, Herbert Eugene Westervelt (1958-1938) of Tuscaloosa, who was honored for his contributions as a pioneer paperman, world traveler, and inventor, was the founder of Gulf States Paper Company. Westervelt's daughter, Mildred Westervelt Warner (1893-1974), was an initial member of the Hall of Fame in 1974.

Also honored at the ceremony was Dr. John S. Fielden, who recently stepped down as dean of the College of Commerce and Business Administration to work in the University's international program. He was presented an award from the college's Board of Visitors—sponsors of the Hall of Fame—for his accomplishments and contributions during his eight years as dean.

Special guest speaker for the induction ceremony was Albert W. Vogtle, president of the Southern Company, the parent company of Alabama Power Company.

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The Economy in Perspective:

Alabama Retail Sales Trends

Retail sales in Alabama totaled $12.78 billion during the eight months from January through August in 1979. Based on past years' trends, it appears likely that retail sales for the entire year 1979 will total over $20 billion. Moreover, Alabama retail sales trends do not yet reveal any sign of the recession which has been anticipated nationally.

The retail sales data reported monthly in *Alabama Business* provide many useful insights into the pattern of economic activity in the state. The breakdown of retail sales by goods categories reveals the relative sizes and patterns of change among various markets within the state. The breakdown of retail sales by SMSAs and counties is indicative of regional patterns of relative economic growth within the state.

During the first eight months of 1979, sales by food stores comprised the largest category of retail sales and totaled $1.96 billion. This total included both food and nonfood items sold by such stores. The food store retail sales were 15.4% of the state total. During the same period, automobile sales were 14.4% of total retail sales; sales by general merchandise stores, 8.6%; and gasoline service stations, 5.1%. A complete breakdown of retail sales by category is shown in Table 1.

Table 1
Retail Sales Distribution in Alabama
(January-August 1979)

Category	Percentage
Food stores	15.4
Automotive	14.4
General merchandise	8.6
Gasoline service stations	5.1
Lumber and building materials	4.7
Eating places	4.6
Furniture	2.6
Hardware	2.3
Apparel	2.2
Drugs	2.1
General stores with food and gas	1.2

For most categories of firms, sales are not spread evenly over the year. In terms of total retail sales in 1978, only 63% of dollar sales were made during the first eight months (66% of the selling days). The seasonality of business activity is particularly important for some types of business. In 1978, for example, 44.3% of sales by general merchandise stores occurred during September through December.

The retail sales sector is an important source of employment for many Alabama citizens. In August 1979, 201,000 people were employed by retail sales establishments within the state. The retail trade employment accounted for 15% of total nonagricultural employment in Alabama.

During the first eight months of 1979, statewide total retail sales grew by 11.95% compared to the same period for 1978. Table 2 provides a detailed breakdown of the sales growth trends by category. SMSA and county retail sales data, however, reveal that the growth has not been uniform across the state. The Birmingham SMSA—consisting of Jefferson, Shelby, St. Clair, and Walker counties—has experienced the greatest growth among metropolitan areas during this period: 13.2%. This is followed by the 11.6% growth of the Gadsden SMSA. Other SMSA growth rates for the same period are: Florence, 9.1%; Tuscaloosa, 8.9%; Huntsville, 7.8%; Montgomery, 7.6%; Anniston, 7.2%; and Mobile, 2.7%.

Table 2
Growth of Retail Sales in Alabama
(Jan.-Aug. 1979 vs. Jan.-Aug. 1978)

Category	Percent Change
Food stores	12.37
Automotive	1.88
General merchandise	10.61
Gasoline service stations	18.00
Lumber and building materials	10.72
Eating places	12.45
Furniture	12.41
Hardware	1.45
Apparel	11.25
Drugs	12.88
General stores with food and gas	21.48
Total Sales	11.95

Retail sales within these metropolitan areas accounted for 58.1% of total Alabama retail sales during January through August 1979. The largest metropolitan area, Birmingham, accounted for 27.2% of total state retail sales. Nonmetropolitan sales accounted for 41.9% of retail sales during this period. Significantly, the growth of retail sales in nonmetropolitan areas was 15.5%, compared to average retail sales growth of 9.6% in the metropolitan areas. This growth trend is an indication of the continued economic strength of the rural areas and small towns of Alabama.

—Ronald Bird

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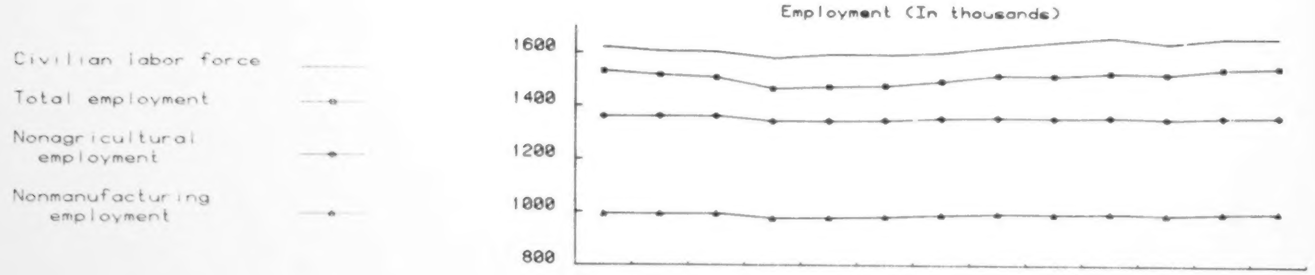
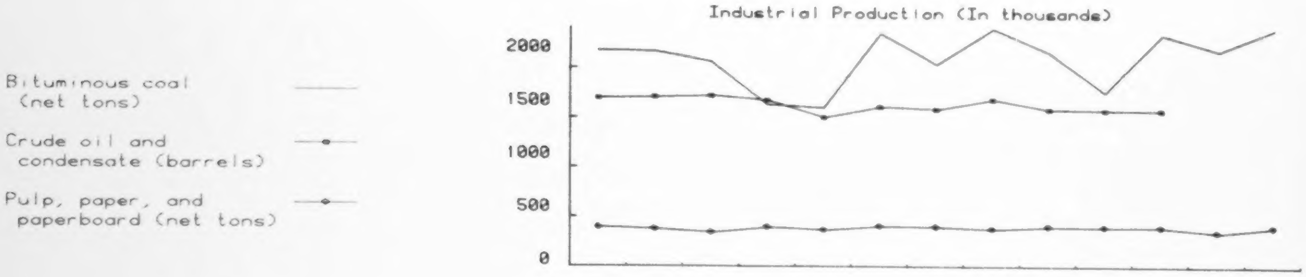
Alabama Business at a Glance

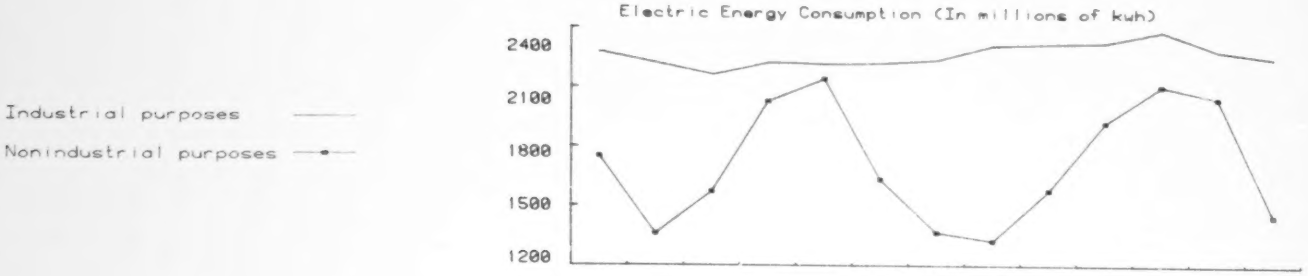
(OCTOBER 1978 - OCTOBER 1979)



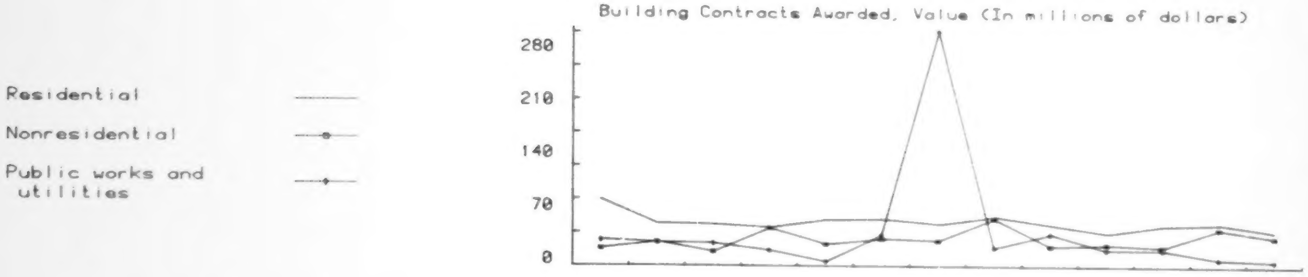
Employment (In thousands)



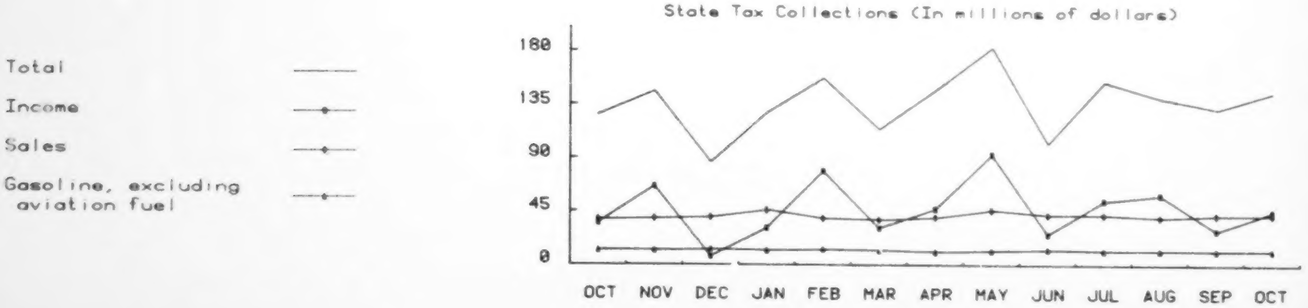
Industrial Production (In thousands)



Electric Energy Consumption (In millions of kwh)



Building Contracts Awarded, Value (In millions of dollars)



State Tax Collections (In millions of dollars)

GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978			1979									
	1977	1978	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,545r	20,110r	2,171	2,156	2,056	1,625	1,595	2,344	2,034	2,390	2,150	1,756	2,335	2,172	2,393
Cement shipments *(1,000 net tons)*	2,351r	2,837r	291	222	189	170	160	239	275	264	255	209	260	177	......
Coke production *(1,000 net tons)*	4,083	3,670	369	369	366	367	360	396	370	392	397	402	416	390	384
Cotton consumption *(1,000 lbs.)*	420,318	412,082	34,144	40,458	30,744	34,201	30,829	36,388	32,529	33,488	32,487	27,236	34,822	......	......
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,692	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	1,572	1,571	......	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,376	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384	2,348
Pig iron production *(1,000 net tons)*	3,014	3,417	310	275	286	299	306	339	286	334	338	332	345	273	257
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	387	372	337	393	365	404	395	377	398	397	394	345	401
Steel ingot production, adjusted index *(1967 = 100)*	82.7	93.2	104.1	97.7	101.5	107.3	90.9	96.1	96.4	94.6	91.6	90.0	......	......	......
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	392	352	368	372	358	411	370	412	377	386	397	344	325
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	222,358r	187,097	162,414	191,706	152,064	222,302	634,517	243,317	196,589	151,649	161,468	184,765r	145,568
Residential	1,016,144r	1,304,837	137,097r	88,365	85,667	80,583	97,033	99,449	88,334	104,524	87,394	70,462	85,764	89,711r	73,469
Nonresidential	593,847r	658,761	33,831r	49,530	29,385	79,159	46,131	56,659	53,305	99,508	41,615	45,541	41,023	78,704r	60,651
Public works and utilities	370,033r	685,716	51,430r	49,202	47,362	31,964	8,900	65,286	492,879	39,284	67,580	35,446	34,881	16,350r	11,448
Cement consumption *(1,000 net tons)*	1,400r	1,498r	149	117	104	65	77	126	108	126	122	100	132	88	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,543,568r	4,993,002	429,125	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191	509,814
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,709	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963	3,998	4,030
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	125,995	146,423	86,045	127,816	157,198	113,632	146,612	182,986	101,688	154,192	140,304	131,403	144,879
Franchise	33,784	37,481	4,395	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573	4,901
Gasoline (excl. aviation)	144,949	150,919	12,328	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485	12,028
Income	420,817	493,972	34,968	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467	29,447	45,495
Motor fuels	23,474	26,791	2,712	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937	2,768
Sales	415,947	456,694	38,011	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323	41,841
2.2% Gross receipts	20,168	25,861	6,794	55	8	6,731	106	30	6,669	–199	......	6,824	40	......	7,839
TVA electric	19,109	19,652	......	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317	......
Tobacco	50,630	52,099	4,502	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986	4,931
Use	50,981	51,435	7,816	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732	4,121	393	9,280
Utility	70,910	79,978	7,608	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549	8,512
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	200.9	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4
Food	192.2	211.4	216.8	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1	238.2
Housing	189.6	202.8	209.5	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7
Fuel and utilities	202.2	216.0	220.1	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2	252.9
Apparel and upkeep	154.2	159.6	163.3	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0
Transportation	177.2	185.5	189.7	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4	222.7
Medical care	202.4	219.4	224.7	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7	245.9
Energy	......	220.4	226.5	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3	307.5
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	214.9	215.7	217.5	220.8	224.1	226.7	230.0	232.0	233.5r	236.6	238.1	241.7	245.2
Industrial commodities	195.0	209.3	214.7	216.0	217.2	220.0	222.5	225.4	229.0	231.6	234.0r	237.2	240.3	243.8	248.5
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	210.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	......
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.551	.512	.498	.495	.493	.489	.483	.478	.473	.467	.462	.457	.452	.448	.444
Wholesale prices	.515	.478	.465	.464	.460	.453	.446	.441	.435	.431	.429	.423	.420	.414	.408
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,621.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,659.7	1,637.6	1,659.1	1,661.0
Unemployment	114.0	101.0	91.7	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	133.5	117.0	117.1	111.9
Unemployment rate	7.4	6.3	5.7	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	8.0	7.1	7.1	6.7
Employment	1,420.0	1,492.0	1,529.3	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,526.2	1,520.6	1,542.0	1,549.1
Nonagricultural	1,269.2r	1,336.3	1,359.5	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,358.2	1,351.9	1,359.0	1,362.8
Manufacturing	354.3r	365.3	368.0	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	362.7	362.4	361.7	362.5
Durable goods	165.8r	178.7	181.9	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.2	179.4	179.6	179.8
Lumber and wood products	28.9r	30.0	30.4	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1	29.8	29.7	29.5
Stone, clay, glass products	10.3r	10.8	10.9	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6	10.7	10.7	10.7
Primary metals	42.2r	44.6	45.0	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4	43.8	43.4	42.7
Blast furn. and steel works	17.4r	18.4	18.5	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9	18.9	18.6	18.3	17.3
Iron and steel foundries	13.6r	14.7	14.9	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2	13.9	13.9	13.9	14.3
Fabricated metals	24.8r	25.3	25.4	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.4	24.8	25.0	25.3
Machinery (incl. electrical)	27.0r	31.2	32.0	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.7	32.0	32.2	32.4
Transportation	17.9r	20.1	21.5	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3	21.8	22.1	22.7
Other durable goods	14.7r	16.7	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.7	16.5	16.5	16.5
Nondurable goods	188.5r	186.6	186.1	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	182.5	183.0	182.1	182.7
Food	27.3	27.3	27.7	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.2	27.7	28.2	28.3
Textile mill products	47.2r	45.6	45.4	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.9	43.2	43.1	43.0
Apparel	52.5r	52.9	53.2	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	50.2	51.3	51.2	51.5
Paper and allied products	20.2r	19.4	18.9	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.5	19.1	18.4	18.6
Printing and publishing	9.6r	9.9	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8	9.7	9.6	9.6
Chemicals and allied products	15.1	15.2	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7	15.7	15.4	15.4
Rubber products	13.0r	13.1	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.6	13.7	13.5	13.6
Other nondurable goods	3.6r	3.2	2.7	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.7	2.7
Nonmanufacturing	914.9r	971.0	991.5	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	995.5	989.5	997.3	1,000.3
Mining and quarrying	13.9r	13.6	16.1	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	15.9	16.1	16.2	16.0
Bituminous coal mining	10.1r	9.8	12.1	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	11.9	12.1	12.2	12.0
Contract construction	75.9	79.6	82.8	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	81.8	81.1	80.7	79.1
Trans., comm., and utilities	65.0r	69.2	71.1	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.8	72.1	71.1	73.0
Trade	259.1r	268.9	274.0	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	275.1	275.6	276.7	276.8
Wholesale	70.8r	72.4	73.9	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.4	74.5	75.1	75.5
Retail	188.3r	196.5	200.1	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	200.7	201.1	201.6	201.3
Finance, insurance, real estate	55.4r	57.6	58.2	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.2	59.2	58.7	58.1
Service and miscellaneous	179.3r	192.0	194.7	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	199.2	199.8	200.3	199.5
Government	266.3r	290.1	294.6	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.5	285.6	293.6	297.8
Federal	63.1r	64.3	64.7	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.7	63.9	63.9	62.9
State and local	203.2r	225.8	229.9	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.8	221.7	229.7	234.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978			1979									
	1977	1978	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	22,338	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	28,365	29,456	23,414	......
Nonagricultural placements	115,250	109,979	8,557	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	14,316	10,770	9,220	......
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	19,299	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	28,397	29,851
Payments *($1,000)*	108,675	107,482	7,294	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,927	9,535	11,344
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,349	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	14,040	13,753	13,918	13,868
	4.2	6.5	5.8	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.9	5.6	5.9	5.8
Baldwin	27,495r	29,408	29,947	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,855	30,064	30,024	31,357
	6.7r	6.0	5.5	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	8.0	6.8	7.2	7.9
Barbour	10,712r	11,180	11,529	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,717	11,944	12,175	11,938
	8.0	7.1	6.5	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.4	9.6	10.3	8.4
Bibb	4,689r	5,124	5,154	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	5,166	5,165	5,179	5,297
	10.0r	9.4	7.5	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.4	7.1	8.3	9.0
Blount	13,097r	13,606	14,232	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,165	14,199	14,496	14,744
	7.1	5.8	4.9	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.7	6.1	6.0	6.5
Bullock	4,143r	4,254	4,572	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,342	4,418	4,592	4,756
	6.3r	7.0	8.1	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2	9.5	8.4	9.4
Butler	8,119r	8,373	8,585	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	9,228	8,651	8,870	8,903
	6.0	6.2	5.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	13.9	6.3	7.2	6.9
Calhoun	41,669r	42,709	42,353	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,589	43,366	43,525	43,340
	9.1r	7.3	6.5	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.4	7.5	7.5	7.3
Chambers	17,508r	17,603	17,402	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,904	16,875	16,769	16,539
	4.6	5.3	5.5	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	14.3	9.7	9.0	8.3
Cherokee	8,912r	9,432	10,147	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,764	9,867	10,582	10,782
	6.9	5.7	5.1	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.0	6.2	5.2	4.9
Chilton	11,540r	11,931	12,144	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,949	12,157	12,412	12,446
	8.0r	7.3	6.2	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.6	7.4	7.5	7.9
Choctaw	5,164r	5,353	5,530	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	6,184	5,651	5,706	5,524
	8.3r	7.2	7.1	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	15.0	6.4	6.9	5.8
Clarke	9,758r	9,790	9,604	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,969	9,852	10,012	9,914
	8.1r	8.2	7.1	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.8	7.4	7.8	7.9
Clay	5,375r	5,674r	5,919	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,915	5,816	5,928	6,064
	6.1	6.1	4.9	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.2	9.9	8.4	10.1
Cleburne	4,556r	4,632	4,828	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,201	5,085	5,124	5,125
	5.0	5.5	3.8	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	6.0	7.2	4.4	4.9
Coffee	16,878r	18,137	18,941	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,369	19,889	19,922	20,055
	6.3r	4.9	3.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4	4.7	4.6	4.2
Colbert	21,544r	22,115	22,228	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,528	22,322	22,554	22,567
	9.9	7.2	6.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.6	8.4	8.3	8.3
Conecuh	5,993r	6,584	6,933	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,105	7,099	7,100	7,049
	7.5r	5.8	5.1	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.6	10.9	9.2	8.4
Coosa	4,557r	4,839	5,038	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,300	5,232	5,267	5,246
	6.5r	5.3	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8	6.3	5.8	6.2
Covington	15,004r	15,357	15,717	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,584	15,150	15,546	15,584
	7.4r	5.7	4.9	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.4	5.1	4.8	4.4
Crenshaw	5,974r	6,431	6,778	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,471	6,389	6,695	6,891
	5.7r	5.4	4.9	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.9	5.9	5.0	4.8
Cullman	24,183r	24,681	25,620	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,932	25,046	25,902	25,910
	8.6	6.5	5.9	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.7	8.6	7.2	7.8
Dale	10,135r	10,171	10,582	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,619	10,547	10,739	10,780
	9.8	6.7	5.5	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.0	7.5	6.9	6.6
Dallas	21,675r	20,769	20,654	20,338	20,295	19,910	20,019	20,002	20,440	20,572	21,135	21,632	20,897	20,812	20,809
	9.3r	8.8	7.2	7.2	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.3	9.0	8.9	8.4
DeKalb	23,215r	24,498	25,374	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,368	26,386	26,701	26,550
	7.7	6.0	4.7	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	6.9	5.8	6.1	5.6
Elmore	15,217r	17,699	18,459	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,444	19,209	19,385	19,355
	5.0	4.8	4.4	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.7	5.2	5.2	5.2
Escambia	15,117r	14,989	14,787	15,494	15,408	15,543	15,468	15,650	15,509	15,776	16,003	16,454	15,665	15,784	15,722
	8.7	6.8	5.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.9	8.4	7.9	7.7
Etowah	37,982r	39,597	39,416	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,595	40,355	41,556	41,184
	9.0r	7.0	6.2	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9	6.7	7.7	7.4
Fayette	9,020r	9,637	9,855	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,691	9,575	9,950	9,826
	7.6r	6.0	4.5	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	7.9	5.7	6.6	5.8
Franklin	11,020r	11,067	10,951	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,685	11,250	11,281	11,369
	9.4r	7.7	5.5	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.5	7.8	7.4	7.0
Geneva	10,118r	10,397	11,014	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,653	10,232	10,827	11,063
	9.6r	6.2	4.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	7.4	4.9	4.4	4.8
Greene	3,678r	4,332	4,415	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,101	4,099	4,167	4,181
	16.2	10.0	8.2	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	15.0	13.4	12.5	11.2
Hale	4,769r	4,811	4,951	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,085	4,761	4,992	5,034
	12.5r	10.6	7.4	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.8	10.2	11.9	11.3
Henry	6,195r	6,776	7,513	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,859	6,680	6,978	7,177
	5.9	6.9	6.3	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.4	5.3	4.7	4.7
Houston	35,761r	38,083	39,456	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,749	39,289	40,274	40,326
	5.3r	5.3	4.9	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5	5.1	4.7	4.7
Jackson	20,465r	20,333	20,906	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,322	21,076	21,441	21,337
	10.0r	6.9	5.5	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.4	8.0	7.8	7.8
Jefferson	306,289r	302,793r	302,270	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	310,525	308,249	313,210	311,283
	6.7r	5.4	5.2	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	6.0	5.9	6.1	6.1
Lamar	6,837r	7,949	8,229	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,097	8,105	8,199	8,206
	5.3r	5.5	4.3	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.4	5.0	5.3	5.1
Lauderdale	30,565r	32,496	32,936	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	34,167	33,610	34,122	34,129
	7.3	5.9	5.1	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.6	9.2	9.2	9.1
Lawrence	10,521r	12,566	13,307	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,407	13,068	13,051	12,958
	9.7r	7.3	5.9	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.4	10.2	9.0	9.2
Lee	29,544r	31,733r	32,467	32,356	31,799	31,857	32,357	32,055	31,934	32,434	32,562	32,270	31,990	31,752	32,828
	4.2r	4.0	3.4	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	5.5	5.2	4.6	4.4
Limestone	18,477r	19,819	20,224	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,166	20,922	21,243	21,290
	7.8	6.6	5.3	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.6	7.7	7.4	7.6
Lowndes	4,000r	4,376	4,697	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,519	4,627	4,632	4,789
	10.2	7.4	7.7	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	10.3	8.7	8.0	8.0
Macon	7,104r	7,231	7,286	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,252	7,264	7,377	7,372
	7.5r	6.4	6.9	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.3	9.5	6.8	5.8
Madison	84,800r	86,159r	87,175	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	91,038	89,810	90,925	90,287
	7.6	6.1	5.5	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.6	7.5	6.9	6.3
Marengo	8,718r	8,839	9,133	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,884	8,545	8,837	8,844
	9.0r	6.8	5.6	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.2	6.8	8.0	7.5
Marion	10,954r	11,612r	11,735	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,199	11,747	11,988	11,976
	6.2	6.6r	5.3	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	10.5	8.8	8.9	7.6
Marshall	24,156r	27,349	28,477	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,675	28,792	29,341	29,404
	7.3	7.1	6.4	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3	6.6	6.7	6.9
Mobile	145,471r	149,460r	150,254	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,473	153,130	153,463	156,125
	8.5r	7.2	6.6	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.4	9.2	9.9	8.2

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978			1979									
	1977	1978	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,740	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,466	11,355	11,330	11,264
	7.7r	6.8	5.9	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.1	8.2	7.6	7.4
Montgomery	80,505r	83,586r	84,720	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,780	88,017	88,543	87,933
	6.2r	5.5	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.3	6.1	5.8	5.3
Morgan	33,631r	34,984r	35,638	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,806	36,796	36,909	36,860
	7.9r	6.5r	5.5	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.9	8.1	7.1	7.1
Perry	4,456r	4,610r	4,852	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,072	4,895	4,979	5,085
	9.4r	8.4	7.0	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	11.2	7.8	7.0	6.5
Pickens	8,401r	8,101	8,050	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	8,081	7,909	7,877	7,906
	9.1r	8.7	7.6	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.3	7.6	7.4	7.1
Pike	12,120r	12,457	13,188	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,151	11,917	12,692	12,710
	5.5	5.2	4.6	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.0	5.7	4.5	4.2
Randolph	8,007r	8,140	8,516	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,989	7,647	7,690	7,834
	8.0	10.4	9.0	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.4	8.8	8.1	8.6
Russell	18,397r	18,407	18,414	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,711	17,668	17,755	17,571
	8.1r	7.2	6.7	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0	7.4	7.6	7.5
St. Clair	11,759r	15,399	16,662	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,223	17,049	17,150	17,079
	6.6r	4.9	4.7	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1	5.7	5.0	5.2
Shelby	17,057r	22,682	24,546	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,148	24,834	25,068	24,754
	6.2r	6.5	6.4	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0	6.4	6.0	5.4
Sumter	6,527r	6,571	6,894	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,604	6,581	6,491	6,752
	6.3r	5.9	6.4	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	7.9	8.8	7.1	7.0
Talladega	26,283r	26,864	27,183	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	27,882	27,403	28,012	28,008
	9.4r	8.3	7.6	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1	10.7	10.3	10.1
Tallapoosa	15,852r	16,081	16,131	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,659	16,555	16,417	16,390
	5.7	5.5	5.3	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.3	6.4	5.6	5.5
Tuscaloosa	51,787r	51,592	51,502	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	51,010	51,261	51,981	52,304
	7.0	6.9	5.3	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.2	5.9	5.5	5.3
Walker	22,896r	28,938	30,654	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,200	31,682	32,194	31,779
	7.1r	6.8	5.7	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6	7.6	7.9	7.3
Washington	6,772r	5,654	5,682	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,763	5,662	5,894	5,855
	6.3r	10.1	9.8	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.7	10.4	9.8	8.1
Wilcox	4,676r	4,861r	5,208	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,411	5,000	5,102	5,142
	11.1r	7.1	6.0	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.4	9.0	8.6	7.9
Winston	6,771r	7,432	7,632	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,531	7,685	7,661	7,669
	10.1r	8.9	6.6	6.6	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.7	12.5	9.6	9.5
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	60,644	142,941	33,938	49,055	39,032	44,665	43,823	64,518	50,712	62,229	64,604	......	......
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	1,652	3,775	671	1,007	1,210	988	1,787	1,789	1,476	2,290	2,066	......	......
Exports															
Value *($1,000)*	708,588r	913,311	100,519	75,010	69,267	63,685	67,597	93,164	46,158	53,631	65,434	55,543	73,641	......	......
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	900	732	522	498	696	873	522	442	538	555	616	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	2,898	2,836	2,800	2,374	2,519	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	1,850	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	184,223	177,758	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547	......
New passenger car registrations[10] *(number)*	178,909	176,113	14,842	12,994	14,860	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	10,340	14,362
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	223	230	248	224	223	250	238	250	276	252	259	256	250
General stores with food and gas	158	188	17	16	17	15	15	18	18	19	21	20	21	20	20
General merchandise	1,636	1,778	146	174	269	119	119	146	155	156	149	140	156	146	155
Apparel	386	423	36	38	63	32	28	37	40	36	35	33	38	35	37
Furniture, furnishings, etc.	412	461	38	40	48	38	37	42	39	43	43	43	45	41	44
Automotive	2,349	2,708	243	214	201	205	210	261	235	248	221	220	251	203	230
Gasoline service stations	851	859	74	72	77	72	66	79	76	83	86	87	97	91	96
Lumber and building materials	728	850	81	77	67	60	57	76	73	83	81	78	85	77	89
Hardware and farm implements	365	423	41	36	33	27	28	37	40	39	37	32	38	34	43
Eating places	690	809	69	67	71	66	64	77	75	78	77	77	81	73	72
Drug stores	334	362	30	30	38	34	32	33	32	36	32	32	33	32	35
All other retail	1,763	1,968	169	165	193	154	152	185	187	203	186	165	187	170	191
Total sales by retail concerns	12,108	13,537	1,168	1,158	1,325	1,046	1,032	1,241	1,207	1,275	1,242	1,180	1,292	1,177	1,261
Nonretail and unclassified concerns	4,026	4,573	422	413	445	358	374	430	398	452	445	411	433	405	429
Total all sales at retail	16,135	18,110	1,590	1,570	1,770	1,404	1,406	1,671	1,605	1,727	1,687	1,591	1,725	1,582	1,690
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	33,490	30,556	35,238	27,083	26,060	36,095	32,432	36,770	33,830	31,213	35,471	30,586	31,502
Birmingham	4,328,519	4,856,558	438,753	423,338	481,272	398,806	388,377	452,086	442,403	460,409	457,626	437,827	449,159	413,020	479,885
Florence	400,209	462,969	42,199	42,309	45,734	36,618	34,858	42,912	41,808	44,667	41,741	39,637	45,069	42,416	40,608
Gadsden	320,993	371,328	33,010	31,392	34,570	29,186	28,495	34,801	33,771	35,820	34,553	33,418	36,359	33,041	35,115
Huntsville	1,007,895	1,110,227	97,978	95,132	100,762	83,034	82,749	102,135	98,858	106,446	98,687	96,478	104,205	94,324	100,433
Mobile	1,549,980	1,757,700	144,711	142,806	157,584	136,731	131,553	159,019	152,403	157,467	154,630	147,256	151,789	137,729	177,554
Montgomery	1,024,454	1,196,843	101,563	100,411	106,679	93,362	94,246	110,081	104,525	109,791	107,077	103,480	114,353	103,153	107,084
Tuscaloosa	432,745	474,953	40,852	41,412	43,943	37,424	36,579	41,846	40,885	43,690	42,350	40,410	44,712	41,900	45,303
Counties															
Autauga	74,313	85,288	6,889	6,404	6,501	6,570	7,334	7,855	8,291	8,064	7,926	7,209	7,944	7,275	7,110
Baldwin	239,838	273,318	22,199	21,306	21,996	19,551	19,774	25,510	24,990	27,452	28,071	24,213	25,774	21,286	26,692
Barbour	52,971	56,554	4,248	4,312	5,548	4,230	4,256	5,371	5,262	5,488	5,233	4,336	5,034	4,613	5,119
Bibb	24,809	27,255	2,299	2,399	2,399	1,987	1,889	2,295	2,268	2,422	2,592	2,249	2,705	2,447	2,768
Blount	76,414	76,382	6,577	6,088	6,691	5,615	5,327	7,088	6,715	7,492	8,221	7,493	7,444	6,983	7,273
Bullock	23,073	24,934	2,033	2,322	2,286	2,315	2,056	2,286	2,157	2,430	2,532	2,362	2,391	2,408	2,263
Butler	51,764	59,353	5,098	4,569	5,649	4,859	4,357	5,486	5,161	5,590	5,521	4,975	5,494	4,928	5,744
Calhoun	336,906	378,338	33,490	30,556	35,238	27,083	26,060	36,095	32,432	36,770	33,830	31,213	35,471	30,586	31,502
Chambers	61,409	68,953	6,117	6,374	6,291	6,005	5,407	6,777	6,654	7,017	7,375	7,100	7,678	6,912	7,505
Cherokee	42,290	46,189	4,299	3,694	4,144	3,439	3,262	4,555	4,491	4,823	4,638	3,826	4,196	3,982	5,048
Chilton	63,615	72,620	6,255	5,988	6,624	5,615	5,682	7,005	6,460	7,330	7,044	6,463	7,035	6,389	6,406
Choctaw	31,962	37,245	3,096	3,283	3,375	3,028	2,978	3,496	3,494	3,569	3,649	3,299	3,792	3,399	3,791
Clarke	83,401	88,097	7,513	7,080	8,320	6,768	6,396	7,665	7,858	8,033	8,183	7,306	8,294	7,649	8,621
Clay	23,313	25,512	2,484	2,247	2,409	2,033	1,920	2,261	2,175	2,160	2,222	2,107	2,102	2,153	2,258
Cleburne	17,457	18,897	1,601	1,708	1,523	1,360	1,495	1,783	1,687	1,754	1,802	1,561	1,717	1,475	1,738
Coffee	109,147	127,746	10,862	10,606	12,086	10,493	11,438	12,921	12,799	12,818	11,709	11,649	12,893	11,825	12,570

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978			1979									
	1977	1978	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	189,732	220,100	21,860	21,293	20,965	18,897	18,252	21,512	20,766	22,817	21,049	20,323	23,403	22,017	19,335
Conecuh	35,603	38,525	2,987	2,748	3,143	2,850	2,635	3,430	2,955	3,228	2,919	2,830	3,073	3,007	3,046
Coosa	13,601	14,895	1,274	1,267	1,322	1,167	1,121	1,344	1,280	1,274	1,353	1,394	1,518	1,317	1,378
Covington	113,295	125,895	10,980	10,389	10,549	9,492	9,529	12,182	12,227	11,915	11,322	10,694	11,798	10,540	11,612
Crenshaw	27,786	31,640	2,683	2,602	2,791	2,316	2,286	3,129	2,750	3,262	3,108	2,862	2,911	2,563	2,868
Cullman	187,575	215,399	19,572	18,812	18,721	16,708	16,687	20,978	20,732	22,950	22,437	20,292	22,553	20,730	22,174
Dale	68,240	75,869	6,488	6,357	6,731	6,030	5,840	7,163	6,869	7,205	7,317	6,452	7,700	6,602	6,881
Dallas	175,594	194,607	16,875	15,713	18,158	15,155	14,976	18,845	17,874	19,195	18,791	16,430	19,232	16,627	17,353
DeKalb	130,363	147,697	13,358	12,452	13,005	11,187	10,625	13,623	12,924	14,332	13,310	13,311	14,066	12,965	13,688
Elmore	70,140	77,805	6,372	6,274	6,808	5,865	6,271	7,204	6,931	7,398	7,561	6,853	7,676	6,763	6,884
Escambia	127,926	142,384	13,029	12,208	13,547	10,611	10,485	12,569	11,864	12,649	12,703	11,497	13,209	11,715	14,118
Etowah	320,993	371,328	33,010	31,392	34,570	29,186	28,495	34,801	33,771	35,820	34,553	33,418	36,359	33,041	35,115
Fayette	78,218	89,529	7,576	7,748	8,821	6,583	6,396	8,011	7,979	9,062	8,480	8,005	9,562	8,373	8,435
Franklin	81,682	91,365	7,053	7,352	7,353	6,238	6,222	7,930	7,266	8,738	7,871	7,256	7,806	7,201	7,847
Geneva	90,583	99,129	8,221	7,905	8,786	7,685	7,903	9,229	9,529	10,016	9,183	8,874	9,249	9,215	9,298
Greene	15,674	19,818	1,697	1,492	1,644	1,194	1,318	1,742	1,590	1,975	1,847	1,608	1,706	1,496	1,786
Hale	27,512	30,557	2,526	2,521	2,741	2,335	2,347	2,881	2,764	2,949	3,053	2,524	2,777	2,765	2,885
Henry	38,414	43,841	3,747	3,558	4,092	3,515	3,257	4,218	4,145	4,149	4,024	3,455	3,888	3,882	3,633
Houston	380,869	429,803	34,987	32,852	37,124	30,747	30,283	38,130	35,558	38,325	36,663	36,157	39,508	34,644	34,993
Jackson	133,812	147,746	12,820	12,421	12,921	10,764	10,611	13,926	13,961	14,267	13,770	12,892	13,800	12,722	14,136
Jefferson	3,854,080	4,307,024	389,889	375,092	434,413	354,869	344,570	399,188	392,779	405,060	402,874	387,794	393,840	363,455	427,777
Lamar	25,669	30,047	2,722	2,703	2,840	2,361	2,268	2,876	2,879	3,177	2,980	2,649	2,833	2,736	2,871
Lauderdale	210,477	242,869	20,339	21,016	24,769	17,721	16,606	21,400	21,042	21,850	20,692	19,314	21,666	20,399	21,273
Lawrence	47,520	53,251	4,641	4,510	5,189	3,873	3,853	5,207	5,160	5,691	5,254	4,523	4,823	4,724	5,001
Lee	220,081	251,615	22,879	21,550	22,538	21,072	19,812	23,077	23,418	23,897	23,138	21,457	24,103	23,086	24,955
Limestone	111,708	128,949	11,572	11,144	11,183	9,270	9,076	11,877	11,972	13,090	12,051	11,227	12,240	11,714	12,381
Lowndes	18,696	21,844	2,112	1,758	2,465	1,703	1,658	1,956	1,923	2,093	2,148	1,869	1,964	1,841	1,926
Macon	38,802	43,409	3,739	3,446	3,574	3,503	3,265	3,987	3,768	3,922	4,086	3,770	4,235	3,596	3,970
Madison	650,561	712,693	62,501	61,407	65,020	52,840	53,024	64,764	63,348	67,426	61,527	60,986	66,772	59,285	63,630
Marengo	69,963	72,357	6,690	6,206	6,616	5,770	5,536	6,797	5,753	7,853	7,124	6,854	7,118	6,065	7,177
Marion	71,945	65,426	5,581	5,539	6,072	5,031	4,987	6,499	6,215	6,747	6,178	6,146	6,382	6,194	6,214
Marshall	245,626	268,585	23,905	22,581	24,559	20,924	20,649	25,494	23,538	25,930	25,109	24,265	25,193	23,325	24,422
Mobile	1,310,142	1,484,382	122,512	121,500	135,588	117,180	111,779	133,509	127,413	130,015	126,559	123,043	126,015	116,443	150,862
Monroe	99,183	156,798	12,739	11,873	12,008	8,166	8,584	10,414	8,977	9,345	7,679	6,856	8,339	7,774	8,307
Montgomery	880,001	1,033,750	88,302	87,733	93,370	80,927	80,641	95,022	89,303	94,329	91,590	89,418	98,733	89,115	93,090
Morgan	424,408	464,592	40,957	35,440	36,692	33,245	30,899	34,803	45,959	45,184	38,908	35,969	39,838	35,848	39,025
Perry	25,212	28,053	2,447	2,401	2,646	2,219	2,084	2,675	2,650	2,559	2,600	2,541	2,753	2,542	2,665
Pickens	42,799	47,704	4,168	4,231	4,330	3,272	3,603	4,485	4,016	4,790	4,911	4,105	4,422	3,891	4,775
Pike	78,968	89,389	7,734	7,159	8,141	6,731	6,201	8,038	8,237	8,924	8,003	7,133	8,160	7,312	8,325
Randolph	47,582	51,960	4,413	4,231	5,003	4,253	3,892	4,632	4,007	4,345	4,440	3,755	4,002	4,028	4,135
Russell	74,833	83,268	6,883	6,931	7,189	6,524	6,281	7,462	7,239	7,848	7,690	7,108	7,657	7,082	7,147
St. Clair	74,776	94,879	8,589	8,057	7,641	7,333	7,282	9,457	9,153	10,115	10,063	9,509	10,367	9,558	9,323
Shelby	198,671	231,350	20,608	20,858	19,480	18,789	18,489	21,769	20,427	23,840	24,436	21,110	23,774	21,192	22,671
Sumter	28,493	30,578	2,700	2,567	2,875	2,408	2,203	2,874	2,626	2,981	3,006	2,751	2,985	2,771	2,930
Talladega	167,255	184,561	15,978	15,056	17,600	14,901	14,291	17,691	16,469	17,060	17,393	17,455	17,768	16,099	16,662
Tallapoosa	107,804	116,459	10,332	9,030	10,266	8,444	8,159	10,349	9,508	10,263	10,525	9,668	10,494	9,605	10,417
Tuscaloosa	432,745	474,953	40,852	41,412	43,943	37,424	36,579	41,846	40,885	43,690	42,350	40,410	44,712	41,900	45,303
Walker	200,992	223,305	19,667	19,331	19,738	17,815	18,036	21,672	20,044	21,394	20,253	19,414	21,178	18,815	20,114
Washington	20,696	23,013	1,949	2,066	2,205	1,902	1,974	2,126	2,171	2,422	2,229	1,971	2,303	2,313	2,466
Wilcox	26,164	29,989	2,312	2,647	2,568	2,438	2,804	2,890	2,590	2,839	2,923	2,484	2,688	2,536	2,584
Winston	66,452	79,900	7,189	5,805	6,943	6,203	6,442	7,477	7,254	8,790	8,439	7,140	8,032	7,227	7,315
Statewide [11]	2,603,581	2,908,331	260,893	288,684	357,190	215,745	244,807	277,852	247,487	294,438	298,346	273,603	317,750	297,457	256,185
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	12,201	10,003	367	915	465	794	1,122	551	793	840	1,195	415	1,247	6,887	467
Residential	3,641	5,366	221	587	273	186	268	412	84	378	238	220	363	2,972	110
Nonresidential	7,374	3,482	103	70	110	514	757	26	554	317	866	109	734	3,848	242
Birmingham															
Building permits *($1,000)*															
Total	82,340	115,704	14,839	16,494	6,588	14,589	4,011	13,347	7,635	15,801	10,367	12,367	10,880	15,068	9,276
Residential	26,683	30,517	3,157	8,052	1,274	1,206	899	4,142	3,534	2,044	1,964	2,117	2,620	9,392	895
Nonresidential	23,658	38,577	7,381	2,342	1,468	3,426	860	1,907	1,157	3,186	839	3,692	4,368	1,018	2,279
Decatur															
Building permits *($1,000)*															
Total	44,141	49,063	4,610	4,470	2,782	1,020	1,093	1,706	4,692	5,213	5,397	5,103	5,524	5,719	5,589
Residential	13,610	14,710	1,157	994	820	689	796	1,003	1,158	1,472	1,366	1,269	1,438	1,697	1,366
Nonresidential	29,259	32,950	3,312	3,361	1,880	245	211	691	3,386	3,574	3,860	3,661	3,909	3,874	4,049
Dothan															
Building permits *($1,000)*															
Total	25,744	17,171	1,207	1,530	1,869	3,086	1,797	3,642	2,363	1,497	2,923	2,190	1,332	2,846	2,864
Residential	12,313	7,434	727	507	584	810	1,058	1,152	1,400	979	1,766	497	936	575	475
Nonresidential	10,847	7,194	155	778	1,100	2,031	550	2,263	696	203	808	1,408	218	2,098	1,850
Gadsden															
Building permits *($1,000)*															
Total	23,217	16,498	706	2,325	282	699	1,306	651	2,064	1,091	1,101	1,027	1,158	760	991
Residential	4,349	5,904	299	2,149	36	188	122	190	1,515	564	559	445	548	242	560
Nonresidential	16,334	8,588	15	17	18	359	1,063	174	253	294	298	335	364	290	187
Huntsville															
Building permits *($1,000)*															
Total	41,647	60,331	3,427	5,427	5,390	4,061	2,818	7,584	5,812	3,380	5,765	6,542	1,786	3,878	3,358
Residential	22,982	29,097	1,489	3,725	996	553	620	2,531	1,061	1,764	1,842	1,164	1,178	2,757	1,492
Nonresidential	12,740	25,497	985	1,384	4,089	2,916	1,593	4,398	3,739	1,224	3,545	4,873	608	602	1,188
Mobile															
Building permits *($1,000)*															
Total	102,479	78,754	5,405	6,380	4,655	8,973	4,004	4,697	4,594	13,378	10,520	5,352	8,960	3,280	10,475
Residential	52,028	25,381	1,041	4,102	2,340	1,088	883	1,304	1,382	5,386	4,470	832	5,207	876	1,721
Nonresidential	40,244	41,272	3,188	1,128	1,612	7,318	2,256	2,334	2,082	6,522	4,864	3,532	2,247	525	1,549
Montgomery															
Building permits *($1,000)*															
Total	80,309	88,523	5,562	4,252	3,643	6,544	9,011	8,686	6,324	11,112	14,798	5,020	8,714	4,825	2,836
Residential	36,563	42,252	2,855	2,039	2,813	1,898	3,049	5,498	4,981	5,844	10,046	2,293	5,862	2,455	1,340
Nonresidential	35,762	36,716	1,888	1,469	216	3,964	5,451	2,344	596	4,379	3,856	1,808	1,904	1,539	501

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978			1979									
	1977	1978	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,845	34,412	2,841	1,140	1,148	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638	3,378
Residential	17,430	16,330	1,933	602	739	530	930	2,379	2,267	1,787	1,216	871	1,463	1,051	2,672
Nonresidential	14,122	15,011	564	155	250	74	595	86	820	700	658	755	278	128	329
Selma															
Building permits *($1,000)*															
Total	4,859	6,474	1,592	554	289	561	402	995	450	426	538	650	703	576	552
Residential	2,546	1,765	110	195	202	450	264	351	159	274	234	429	270	212	160
Nonresidential	1,075	3,296	1,276	247	......	43	......	463	101	48	92	59	160	262	200
Tuscaloosa															
Building permits *($1,000)*															
Total	38,714	29,257	3,611	1,605	1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147	3,744
Residential	25,828	16,549	1,124	769	441	813	1,097	1,565	791	1,453	2,221	793	1,046	699	1,314
Nonresidential	9,550	8,916	1,941	254	[illegible]	139	492	798	192	422	103	5,485	4,112	2,025	2,050

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

International Trade Center Established at U of A

In October 1979, The University of Alabama established an International Trade Center. The University's ITC, made possible through a grant from the U.S. Small Business Administration, trains students for work in international business, conducts international market research studies, and offers counseling and information services to small business firms in Alabama.

Dr. William R. Bennett, Professor of Marketing and International Business in the University's College of Commerce and Business Administration, serves as Director of the ITC. Associate Director is Dr. Mark Weaver, who is also Associate Professor of Management and Marketing and Director of the University's Small Business Institute.

"Most small businesses," Dr. Weaver notes, "stay away from foreign markets strictly because of fear of the unknown. They don't have any idea how to get into the markets, how to place orders, how to collect payment for their goods, and so on. Many have no knowledge of tariff barriers and do not know if their product is applicable in foreign markets—and sometimes, although they don't realize it, they could actually make more money in other lands selling their products."

One way of educating potential Alabama exporters is through workshops. According to Dr. Bennett, the first of a series of workshops is scheduled for January 24 at the ITC in Mobile. This workshop is sponsored by several University organizations (the College of C&BA, the Division of Continuing Education, the Southwest Regional Office in Mobile, and the ITC), as well as by the U.S. Department of Commerce and the International Trade Committee of the Alabama Chamber of Commerce. Similar workshops are scheduled for February 6 in Decatur; February 27 in Dothan; March 4, 5, and 6 in Birmingham; and April 3 in Montgomery. Other workshops are in the planning stages, but they have not yet been scheduled.

The International Trade Center is presently working with about 25 Alabama business firms. Its services are free upon request on a "time-available" basis. The Center works very closely with the district office of the Department of Commerce in Birmingham, the Small Business Administration, international divisions of Alabama banks, and state freight forwarding companies.

For additional information, contact Dr. Weaver at 348-7621 or Dr. Bennett at 348-6183.

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The Economy in Perspective:

Employment Trends in Alabama

Each month, *Alabama Business* publishes an extensive set of labor force and employment data. These data can provide useful and timely information about economic events and trends which affect Alabama.

Based on data for the first ten months of 1979, the average monthly civilian labor force in Alabama was 1.63 million, less than 1% increase over 1978. Actual employment averaged 1.51 million per month. The average unemployment rate was 7.1%, up from 6.3% in 1978.

The slow growth in labor force and the higher unemployment reflect the impact on Alabama of a generally sluggish U.S. economy. It is expected that the current mild recession will bottom out during the first half of 1980. Employment data for 1980 should reflect the rebound during the third and fourth quarters.

The Alabama economy naturally feels the effects of nationwide business cycles. Table 1 shows the trend of annual average unemployment for Alabama and the United States during the 1970s. The two series tend to move together, particularly at the turning points.

Table 1
Unemployment Rates

Year	Unemployment Percentage	
	Alabama	United States
1970	5.9	4.9
1971	5.4	5.9
1972	4.5	5.6
1973	4.5	4.9
1974	5.5	5.6
1975	7.7	8.5
1976	6.8	7.7
1977	7.4	7.0
1978	6.3	6.2

Of course, purely local events influence the state unemployment rate also. Strikes in major industries and unusual weather conditions have both temporarily affected the Alabama unemployment rate in recent years.

The effect of unusual events is particularly evident in the county unemployment data. The closing of a major plant can cause an individual county's unemployment rate to double over a one- or two-month period. Even for a county with a relatively healthy, growing economy, it can take a year or more to bring the unemployment rate back down to the state average. Similarly, a major new plant or construction project may cause a sharp temporary fall in the county unemployment rate as the local labor market adjusts to the new demand. In addition, regular seasonal factors may cause wide fluctuations in county employment. Certain types of industries tend to operate on a cyclical basis. This is particularly true in agriculture, and also in construction, where weather is a key influence.

During October 1979, ten Alabama counties had unemployment rates less than 5%. But of these counties, only one—Lee County—had a monthly average unemployment rate of less than 5% for all of 1979. Three other counties in the group came close: Coffee (5.1%), Houston (5.5%) and Pike (5.5%).

Because of the tendency for reported monthly county unemployment rates to fluctuate, it is best to rely on annual or semiannual averages. The average unemployment rates smooth out the effects of both seasonal fluctuations and random statistical error. The result is a more realistic picture of a county's employment status than can be provided by a single month's data.

In addition to temporary unemployment fluctuations, there are areas of the state which experience chronically high unemployment. Over the period 1970-1978, Alabama statewide unemployment averaged 6%. During the same period, eight Alabama counties averaged 8% unemployment. These counties with chronic unemployment were Bibb, Colbert, Etowah, Greene, Hale, Lowndes, Wilcox, and Winston.

Also during the period 1970-1978, eleven Alabama counties averaged less than 5% unemployment. These counties were Autauga, Baldwin, Chambers, Clay, Cleburne, Elmore, Geneva, Henry, Houston, Lee, and Tallapoosa.

The detailed industry employment data indicate that Alabama has a well-diversified economy. Approximately one of every four Alabama workers is employed in manufacturing. At an earlier time, manufacturing meant only one or two major industries. That is no longer the case. In 1978, only 12.2% of Alabama manufacturing employment was in the primary metals industries; 5.3% of manufacturing employment was in the paper industry, 8.2% in lumber and wood products, 8.5% in the machinery industry, 12.5% in textiles, and 14.5% in the apparel industry. This diversity of manufacturing employment will help insure the stability and growth of Alabama employment in the future.

—Ronald Bird

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State Budget Priorities:

The Views of Alabamians

by

Richard M. Durand, David L. Klemmack, and Lucinda Lee Roff*

In an era of welfare reform, rising taxes, spiraling inflation with increasing unemployment, energy crisis, and a host of other important issues, what do citizens believe that the state government policymaker should be promoting and supporting, and where do they believe their hard earned tax dollars should be allocated? Whether or not one supports the contention that public policymakers have been relying too much on economists, lawyers, and / or journalists for information,[1] insight into people's attitudes toward various fiscal programs should be an important element in public policy formation. This does not mean that legislators, governors, presidents, or other public servants must ascertain precisely what the public wants before acting on any issue and then act accordingly. It does mean, however, that the wishes of the people should be considered in setting public policy and in making decisions that will affect citizens.

Establishing consumer preferences in the public sector is considerably more difficult than ascertaining demand for private goods such as automobiles and houses. Since consumer preferences in the purchase of public goods such as elementary and secondary education cannot be directly ascertained in the marketplace, it is necessary to use methods such as attitude surveys which supplement marketplace preference models to adequately identify taxpayer preferences.[2]

This paper provides the results of an August-September 1979 attitude survey conducted in Alabama concerning a number of fiscal and social issues salient to state government. This information on priorities for state government should be helpful in supplementing the most common source of input to governmental decision making, special interest groups. It is hoped that the information in this study will provide public policymakers with additional insight into what the voting population of the state favors in terms of fiscal programs and the relative importance of them. Efforts such as these, which are routinely used in establishing national policy, can help to make public policy more responsive to public desires.

Method

Sample Procedure. The target population for the study was the adult (18 or older) population residing in Alabama. A two-stage sampling plan was employed in selecting the sample. To ensure that all areas of the state were included in the final sample, a separate sample was drawn from each of 13 regional planning and development districts within the state (for purposes of this study, Jefferson County was considered to be a separate planning district).

In the first stage of the sampling procedure, three communities were selected at random from each district. The second stage involved selecting individuals residing within each of the 39 primary communities (three communities for each of the 13 districts).[3] The sample size for each primary community selected was determined by its size relative to that of the other two communities selected within its region. A sample of names for each community was drawn in a systematic fashion from the telephone directories serving the communities. In those cases where a nonresidential address was selected, the name was discarded and the next residential address was substituted. A total sample of 2,002 names and addresses was obtained using these procedures.

Sample Profile. Data were gathered using a mail questionnaire. Four different waves of mailing were used so as to ensure as large a response rate as possible. Of the 2,002 questionnaires mailed, 231 were undeliverable as addressed; and, of the 1,771 delivered, 1,015 or 57.3% were returned completed. The demographic profile of those returning the questionnaire is provided in Table 1.

The sample is predominantly male (63.4% of the respon-

Table 1

Demographic Profile of the Respondents

Characteristics	Percentages*	Number†
Race		
White	85.9	843
Nonwhite	14.1	138
Sex		
Male	63.4	628
Female	36.6	363
Age		
18-24	6.4	63
25-39	29.7	294
40-54	27.2	269
55-64	16.7	165
65 and over	20.1	199
Marital Status		
Married	72.4	719
Separated / Divorced	8.6	83
Widowed	11.4	113
Single	7.8	77
Education		
Less than high school	30.9	300
Completed high school	27.7	269
Completed high school and some college, technical or vocational	18.6	181
Completed college	22.7	221
Lived 100% of Life in Alabama	56.1	563
Lived 60% or More of Life in Alabama	73.9	738
Family Income		
$0-$4,999	13.0	122
$5,000-$9,999	14.8	139
$10,000-$14,999	19.1	179
$15,000-$19,999	18.1	170
$20,000-$24,999	14.1	132
$25,000-$29,999	6.9	65
$30,000-$34,999	5.8	54
$35,000 or more	8.2	77
Occupation		
White collar	31.3	298
Blue collar	31.8	303
Homemaker	13.1	125
Student	2.4	23
Retired	21.3	203

*Total percentages may not add to 100% due to rounding.

†The number of those responding to each characteristic varies due to incomplete questionnaires.

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*Dr. Durand is Associate Professor of Management and Marketing in the College of Commerce and Business Administration, The University of Alabama; Dr. Klemmack is Associate Professor of Sociology and Research Director in the University's Center for the Study of Aging; and Ms. Roff is Assistant Professor of Social Work and Assistant Director of the Center for the Study of Aging. Support for data collection for this project was provided by the NRTA-AARP (National Retired Teachers Association-American Association of Retired Persons) Andrus Foundation.

[1] Paul N. Bloom and Nikhilesh Dholakia, "Public Policy: Some Unexplored Territory," *Journal of Marketing* 37 (October 1973): 63-77.

[2] John S. Akin, Gary S. Fields, and William B. Neenan, "A Socio-economic Explanation of Demand for Public Goods," *Public Finance Quarterly* 1 (April 1973): 169-89.

dents are male) and underrepresents those under age 25 (only 6.4% of the respondents are under 25). These biases are probably a function of the method of data collection employed. Although the cover letter indicated that the questionnaire could be completed by any adult member of the household, the questionnaire was addressed to the name listed in the telephone directory. Thus, the mailing was directed to a somewhat older, predominantly male population.

Respondents tended to be life-long residents of Alabama (56.1% had lived their entire life within the state, and 73.9% had lived more than 60% of their life within the state). Whites accounted for 85.9% of the respondents, and 72.4% of the respondents were married. Over 80% of the respondents had one or more children, with the median number of children being 2.13. Almost 30% of the respondents had one or more children in elementary or secondary school, and 14.2% had one or more household members in college.

From a socioeconomic perspective, the sample—like those in virtually all mail surveys—is somewhat upwardly biased. The median level of educational attainment is 12.2 years, with 69.0% having completed the equivalent of high school or beyond. The median yearly household income of respondents is $15,980, with 27.8% reporting a family income of under $10,000 and 20% reporting an income over $25,000. All categories of occupational status are represented, with the number of white- and blue-collar workers being about equal.[4]

Caveats. The biases associated with sampling from telephone directories are well-known[5] and would appear to apply to this sample as well. The extremely poor are underrepresented, and those who—for reasons of their own—chose to have an unlisted number are not represented at all. These factors, coupled with nonresponse bias, suggest that the resulting sample is not representative of Alabama residents in a formal, statistical sense. This does not mean that the results are useless in reflecting what residents of Alabama believe should be priorities for state government. It is necessary, however, to exercise somewhat greater caution in interpreting these data, particularly if the difference in program priorities is small, than would be required if these biases were not present.

Findings

To ascertain the attitudes of Alabama residents toward the ways in which the state's tax dollars should be spent, two sets of questions were posed. The first set of questions required respondents to indicate the extent to which they thought that it was a good idea to use tax monies in each of ten fiscal and social program areas. This can be considered to be a broad attitudinal measure. The purpose of the second question set was to get some indication of the relative importance that respondents placed on each of these ten program areas. In this case, respondents were informed that they had 100 points to allocate among ten tax-expenditure areas. They were instructed that they were to divide these points such that the more tax money they felt a program area should receive, the greater the number of points they would give to that area. Respondents were also informed that if they believed that all of the areas should receive the same amount of tax funds they should allocate ten points to each area.[6]

Overall Popularity of Programs. The results of the attitude portion of the survey are presented in Table 2. The first feature of these data that bears comment is the relatively high degree of support given to all ten areas. At least two-thirds of the respondents indicate that each of the ten possible uses of state tax funds presented is a good idea. Even for those program areas receiving lowest support, the number of people responding "good idea" is twice as large as the number of those responding "uncertain" and "bad idea."

Table 2

Appropriateness of State Funding for Selected Programs

Type of Program	Percent Responding		
	Good Idea	Uncertain	Bad Idea
Benefits for older people	94.7	3.7	1.6
Support for mental health centers and mental hospitals	92.6	5.5	1.9
Support for elementary and secondary schools	90.3	6.3	3.4
Support for highways and roads	89.0	7.1	3.9
Support for colleges and universities	83.9	10.2	5.9
Support for programs to attract industry to the state	79.7	13.4	6.9
Benefits for poor people	73.5	14.1	12.4
Support for recreation, including state parks	74.0	15.6	10.4
Support for the judicial system, including prisons	70.7	8.6	10.7
Support for environmental protection	67.1	21.6	11.3

Although all of the programs presented are popular, the greatest support was given to using tax funds to provide benefits to older people. Almost 95% of the respondents reported that this was a good way to spend state tax dollars, and only 1.6% thought that this was a bad idea. The ratio of supporters to nonsupporters was approximately 18 to 1.

Three other programs (support for elementary and secondary schools, support for mental health centers and hospitals, and support for highways and roads), while not as well-supported as benefits for older people, received very high endorsement. In each case, approximately 90% of the respondents indicated that they believed that it was a good idea to use state tax funds in this way. Furthermore, the ratio of supporters to nonsupporters was approximately 10 to 1 in each case, ranging from a low of 8 to 1 for highways and roads to a high of 13 to 1 for mental health programs.

The third tier of programs included support for colleges and universities and for programs to attract industry to the state. Approximately 80% of the respondents endorsed these programs, and the ratio of supporters to nonsupporters was between 4 to 1 and 5 to 1. The fourth tier of programs, with an endorsement rate slightly below 75% and a support ratio of approximately 3 to 1, included benefits for poor people and support for recreation, including state parks.

The two least popular programs in the set, support for the judicial system, including prisons, and support for environmental protection, were nevertheless endorsed by approximately 70% of the respondents. Thus, as indicated earlier, none of the uses of state funds that respondents were asked to assess was perceived to be a bad idea by more than a small minority.

Priorities for the Use of Tax Dollars. Although respondents believed that it was a good idea to use tax funds to support all ten of these programs, there is no necessary relationship between endorsement of a specific area and the size of the financial commitment that respondents believe the state should

(continued on page 5)

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[3] The 39 primary communities were: Albertville, Aliceville, Auburn, Birmingham, Brewton, Brilliant, Daleville, Decatur, Detroit, Dothan, Gadsden, Gardendale, Gaylesville, Georgiana, Geraldine, Goshen, Grayson, Haleyville, Hanceville, Eclectic, Huntsville, Hurtsboro, Irvington, Kowaliga, Leeds, Maplesville, Mobile, Montgomery, Oneonta, Ozark, Pell City, Peterman, Phenix City, Red Bay, Roanoke, Tuscaloosa, Union Springs, Uriah, Vredenburg.

[4] The demographic profile in this study is strikingly similar to that presented in an article recently published in *Alabama Business* concerning attitudes of Alabamians toward the energy crisis, although a different sampling procedure was employed in the earlier study.

[5] Earl R. Babbie, *The Practice of Social Research* (Belmont, Calif.: Wadsworth, 1979).

[6] This scale, sometimes called the constant sum scale, has been used extensively in marketing-related research to measure the relative importance of product attributes (e.g., price, quality) in selecting a brand.

Continuing Management Education in Alabama

by

Kenneth J. Lacho and Barry Render*

A major phenomenon in higher education during the 1970s has been the rise in the level of educational opportunity for adults, especially those 25 years of age and older. This phenomenon, commonly known as life-long learning, continuing education, or adult education, has been growing vigorously throughout the United States since the mid-1960s.

A wide variety of continuing education courses is available to the adult. Several studies which have been carried out concerning adult education show that most people take courses, workshops, or seminars to help them in their job or career. For example, a 1975 HEW study showed that 49% of adult education participants took one or more courses which they described as "occupational training."[1]

In effect, continuing professional education represents an important segment of a burgeoning educational market. Though there are thousands of job-oriented courses offered by junior colleges, universities, trade associations, and commercial firms, very few studies have been conducted concerning this market. Data are especially lacking on a regional basis for the State of Alabama.

The purpose of this study is to find out more about the continuing education behavior of managers of small business firms in Alabama. For universities to better serve the community's needs and demands for management education, it is necessary for them to examine course interests and past continuing education behavior.

This article reports on a random survey of 106 executives of small manufacturing firms (less than 100 employees) listed in the *1978-79 Alabama Directory of Mining and Manufacturing*. The study examined the types of courses taken and desired, the sources of training used, attitudes toward the price of seminars, and the distance desired to travel to attend seminars.

Survey Results

The results of this study will help colleges and businessmen in Alabama and elsewhere by profiling three categories of respondents: users of continuing education offerings, would-be users, and nonusers of educational programs. This information will help schools market the right product to the right audience.

The results show that 35% of the managers surveyed have taken educational or training programs or courses during the past year (these are defined as *users*). An additional 36% of the managers have not participated in a continuing education activity during the past twelve months, but have the desire to undertake some kind of training or seminar (this group is referred to as *would-be users*). The remaining 29% of the respondents have not participated in a continuing education activity during the last year, and do not express any desire to do so in the future (these are the *nonusers*).

Profile of Respondents. Of the 106 respondents, 74% are owner-managers and 26% are salaried managers.

In terms of age, 36% of the respondents are between 41 and 50 years old, 20% are between 31 and 40 years of age, and 19% are between 51 and 60 years old. Regarding education, over 90% of the respondents are at least high school graduates. In addition, about 28% have attended some college, and 51% hold at least one college degree.

With respect to household income, 45% make between $25,000 and $50,000 per year, 29% make over $50,000 per year, 22% are in the $15,000-$25,000 per year bracket, and the remaining 4% earn less than $15,000 per year.

Sources of Training. Of the user managers who had taken part in one or more continuing education activities during the last year, 49% had taken a business-related workshop course or seminar conducted by a trade association. In addition, 49% had taken a business-related noncredit seminar or workshop through a university, college, or technical institute. Finally, 43% attended programs conducted by suppliers, whereas 30% took in-house company programs.

Training Received and Training Desired. Managers were asked to indicate the types of courses, workshops, or seminars they had taken during the last year. As shown in Table 1, the largest percentage (43%) of the 42 courses taken is in the Management-Human Relations area. Specialized industry or job-oriented activities ranks second (36%). Examples of such specialized courses include "How to Maintain and Operate Lathes" and "Concrete Paving." Programs in the functional areas of management rank low relative to the above, with accounting and financial management tied for a third-place ranking.

The courses *desired* by the respondents are also summarized in Table 1. The greatest demand is again in the Management-Human Relations area, which accounts for 44% of the courses desired. Job-related (vocational-technical) and specific industry-related courses rank second (24%).

Courses in functional areas such as financial management and accounting rank next (10% and 9%, respectively). Of particular interest are those seminars and programs which would increase the understanding of accounting and financial management for those managers involved in production, such as plant managers and production supervisors. This would seem logical since many production people have engineering backgrounds. Then, as they rise through production-line management, their understanding of other functional areas in the organization becomes more and more important.

Differences in Respondents' Characteristics. A few interesting differences also emerged from this study regarding users, would-be users, and nonusers of continuing education programs. Users tend to be between 41 and 50 years old, whereas would-be users tend to be younger and nonusers older, with 62% being over 51 years of age. The user tends to have the highest level of education (in terms of the percent holding college degrees), followed by would-be users, with nonusers last

Table 1

Courses Taken and Courses Desired

(percent of total)

Type	Courses Taken*	Courses Desired†
Management / Human Relations	43	44
Specialized / Job-Oriented	36	24
Marketing	2	3
Accounting	5	9
Financial Management	5	10
Production	—	8
Other	0	2

*Courses taken totaled 42

†Courses desired totaled 108

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[1] U.S. Department of Health, Education, and Welfare, *Participation in Adult Education: Final Report*, 1975, p. 4.

in terms of formal education. Both users and would-be users tend to be in the $25,000-$50,000 household income range. Nonusers make a slightly lower annual income.

Reasons for Attending Courses. Users of continuing education activities were asked to indicate the reasons for attending their most recent seminar or course. As shown in Table 2, the most common reason for taking a course is to help solve particular problems on the job or in the business (36%). Increasing profits ranks second (31%) and, surprisingly enough, pure personal enjoyment ranks third (10%).

Reasons for Not Attending Courses. Persons who did not participate in a continuing education activity during the past year were asked "Why not?" The reasons obtained are summarized in Table 3. The major overall reason for not attending was the lack of time (33%). In addition, some 19% of the respondents felt that the courses were offered at inconvenient times, another 13% did not hear about programs being offered, and 11% ranked high price as a reason for not attending.

If we separate would-be users and nonusers and compare the reasons for not attending, some differences are seen. Both rank lack of time as the most important reason for not attending, but nonusers do so to a much higher degree (43% versus 25%). The courses being offered at an inconvenient time is also more important to nonusers than to would-be users. On the other hand, high price, family obligations, and lack of course usefulness represent more significant deterrents to would-be users than to nonusers.

Fee Level. We dealt with the questions of how much a respondent would be willing to pay for a seminar or workshop fee by asking, "What would be a fair price to pay for a two-day workshop?"

Of the 90 managers responding, 46% felt that between $100-$200 was a fair price to pay for a two-day workshop; 41%, less than $100; 9%, $200-$300; 2%, $300-$400; and 2%, $400 to $500. All-in-all, 87% of the respondents probably would not be willing to pay over $200 for a two-day workshop or seminar.

Table 2

Reasons for Attending a Business-Related Seminar

Reason	Percent of Total Reasons
Help me solve particular problems in my job or business	36
Increase profits of my firm	31
Personal enjoyment	10
Firm requirement	5
Make more money for myself	4
Advance in firm or job	4
Professional requirement	1
Other	9

Our experience in directing management development seminars over the past nine years suggests that Alabama managers may have some misconceptions about the "going rate" for seminars. Common course fees throughout the United States range from $195 to $425 for two-day workshops. The typical consumer is not aware that continuing education programs in a state university may have to exist on their revenues. State funds and student tuition may not be used to subsidize adult education programs.

Table 3

Reasons for Not Attending Business Seminars

Reason	Percent of Group: Would-be Users	Percent of Group: Nonusers	Percent of Total
Didn't have time to attend	25	43	33
Courses offered at inconvenient time	13	27	19
Did not see information about program offerings	14	12	13
Courses were available but price too high	15	4	11
Courses didn't offer anything of use to me	11	2	7
Family obligations prevented me from attending	10	4	7
Courses not offered	4	0	2
Other	8	8	8

Distance to Travel. Another concern of the study was how far the participant would be willing to travel to take a two-

(continued on page 11)

STATE BUDGET

(continued from page 3)

make to that area. Thus, to fully assess what emphases the public would like to see placed on each of these ten areas, it is necessary to examine relative budget priorities in addition to program endorsement.

Before turning to an examination of the budget priorities that respondents placed on these ten areas, readers should be aware of several limitations to the approach taken in this study. First, the ten program areas presented to respondents do not represent all current or potential uses of state revenues. Support for public health programs, for example, was not included. Had a different set of programs been presented, a quite different set of budget priorities might have emerged. Second, this approach assumes a "fixed pot" of state revenues to be expended and does not take into account the possible effects of expending or decreasing the state budget for particular program areas. The zero-sum approach utilized here suggests that each dollar added to a particular program budget, for example, would mean a dollar subtracted from some other program area. Obviously, some current state programs are supported by special taxes and thus are not totally in direct competition with other programs for support. Finally, there is no reason to assume that respondents had accurate knowledge of the relative costs of these state-supported programs. Thus, responses might best be viewed as indicative of priorities that respondents place on programs rather than as well-informed judgments about exactly how state dollars should be allocated.

Table 3 reports the results of the budget allocation process that respondents were requested to complete. The program area which received the highest priority was benefits for older people. On the average, this program received 14.2 points out of 100, and 50% of the respondents allocated more than 10 points to this area. Thus, not only did respondents believe benefits for older people to be a good use of tax funds, they also believed that more state funds should be allocated to this area than to any other.

A second use of tax funds that was both popular and received a high priority for funding was support for elementary and secondary schools. Respondents, on the average, gave this area 12.8 points out of 100. Furthermore, 43% of the respondents gave more than 10 points to this area. Thus, of the total funds allocated to all ten areas combined, respondents believed that 27% should go to either benefits for older people or to support for elementary and secondary schools.

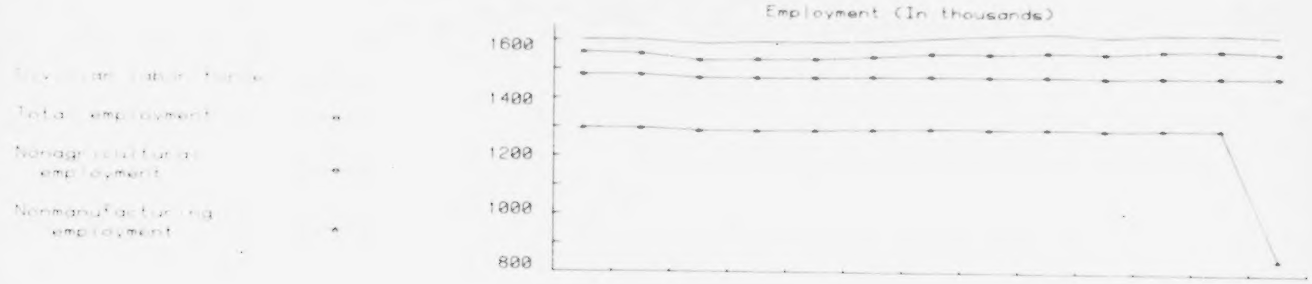
Three programs received nearly identical numbers of points and thus could be considered to represent respondents' third choices for use of tax dollars. These were support for highways and roads, support for mental health centers and mental hospitals, and support for colleges and universities. These programs received 10.9, 10.7, and 10.5 points respectively.

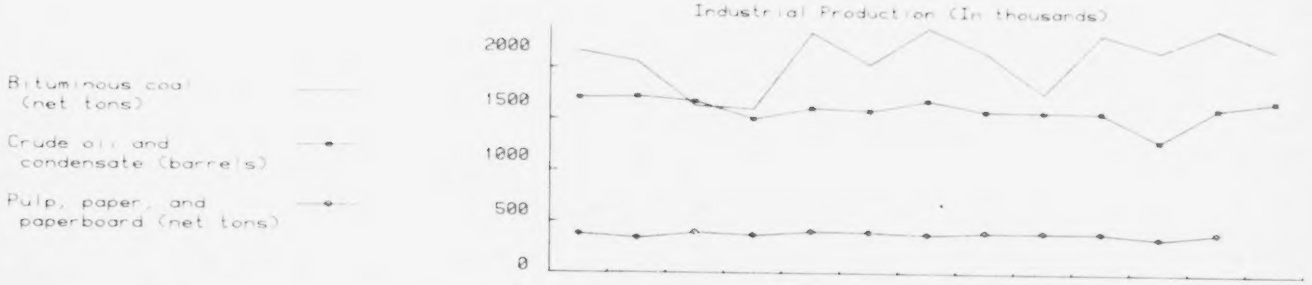
Benefits for poor people and support for programs to at-

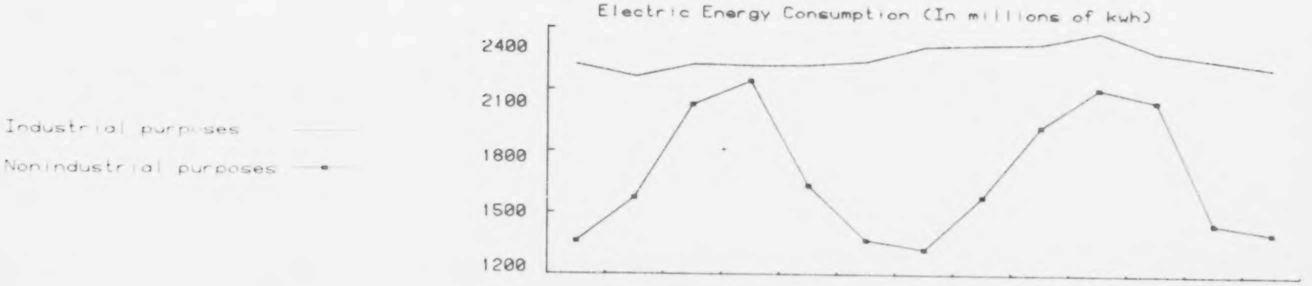
(continued on page 12)

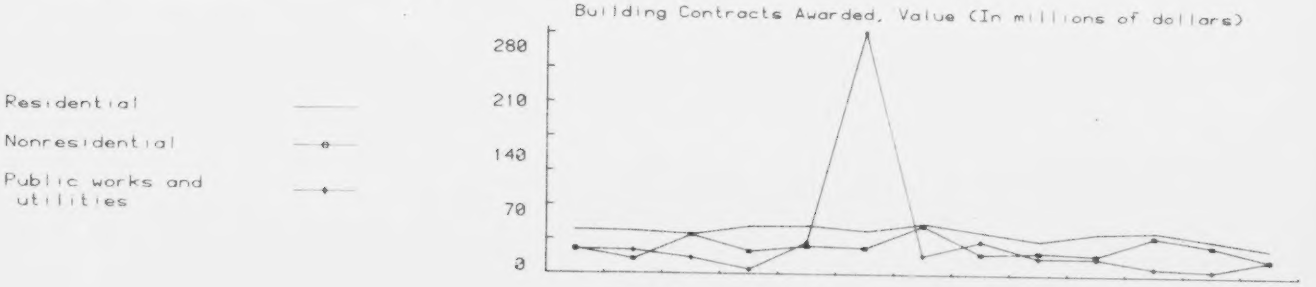
Alabama Business at a Glance

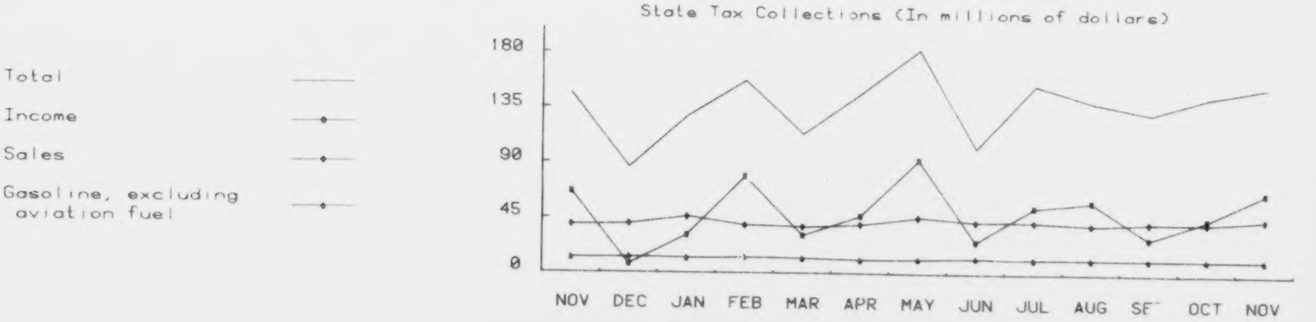
(NOVEMBER 1978 - NOVEMBER 1979)











GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978		1979										
	1977	1978	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	21,545r	20,110r	2,156	2,056	1,625	1,595	2,344	2,034	2,39[illegible]	2,150	1,756	2,335	2,172	2,393	2,184
Cement shipments *(1,000 net tons)*	2,351r	2,837r	222	189	170	160	239	275	264	255	209	260	177	275	218
Coke production *(1,000 net tons)*	4,083	3,670	369	366	367	360	396	370	392	397	402	416	390	384	
Cotton consumption *(1,000 lbs.)*	420,318	412,082	40,458	30,744	34,201	30,829	36,388	32,529	33,488	32,487	27,236	34,822			
Crude oil and condensate production *(1,000 barrels)*	18,411	19,824	1,704	1,718	1,671	1,499	1,606	1,581	1,684	1,578	1,572	1,571	1,295	1,616	1,691
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	25,747	27,073	2,320	2,262	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384	2,348	2,311
Pig iron production *(1,000 net tons)*	3,014	3,417	275	286	299	306	339	286	334	338	332	345	273	257	243
Pulp, paper, and paperboard production *(1,000 net tons)*	4,501	4,455	372	337	393	365	404	395	377	398	397	394	345	401	
Steel ingot production, adjusted index *(1967 = 100)*	82.6r	93.1r	97.3r	100.5r	97.4r	93.9r	96.9r	91.2r	94.8r	92.7r	91.2r	97.5	84.0	76.2	80.1
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	3,959	4,265	352	368	372	358	411	370	412	377	386	397	344	325	314
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	1,980,024r	2,649,314	181,466r	162,414	191,706	152,064	221,394	634,517	243,317	196,589	151,649	161,468	184,765	147,104r	122,346
Residential	1,016,144r	1,304,837	86,577r	85,667	80,583	97,033	99,449	88,334	104,524	87,394	70,462	85,764	89,711	74,344r	55,289
Nonresidential	593,847r	658,761	45,733r	29,385	79,159	46,131	56,659	53,305	99,508	41,615	45,541	41,023	78,704	61,793r	33,294
Public works and utilities	370,033r	685,716	47,656r	47,362	31,964	8,900	65,286	492,879	39,284	67,580	35,446	34,881	16,350	10,967r	33,763
Cement consumption *(1,000 net tons)*	1,400r	1,498r	117	104	65	77	126	108	126	122	100	132	88	131	97
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,543,568r	4,993,002	415,287	460,925	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191	509,814	470,033
Savings in savings and loan associations[4] *($1,000,000)*	3,332	3,775	3,729	3,775	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963	3,998	4,030	4,051
Tax collections *($1,000)*															
Total	1,320,681	1,477,673	146,423	86,045	127,816	157,198	113,632	146,612	182,986	101,688	154,192	140,304	131,403	144,879	153,430
Franchise	33,784	37,481	1,529	3,178	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573	4,901	2,349
Gasoline (excl. aviation)	144,949	150,919	12,845	12,392	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485	12,028	12,149
Income	420,817	493,972	66,499	7,096	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467	29,447	45,495	66,747
Motor fuels	23,474	26,791	3,082	2,688	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937	2,768	3,256
Sales	415,947	456,694	39,480	40,570	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323	41,841	45,423
2.2% Gross receipts	20,168	25,861	56	8	6,731	106	30	6,669	199	......	6,824	40	......	7,839	91
TVA electric	19,109	19,652	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317	......	3,883
Tobacco	50,630	52,099	4,324	4,186	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986	4,931	4,214
Use	50,981	51,435	4,575	916	8,412	4,717	808	8,431	5,542	655	9,732	4,121	393	9,280	4,465
Utility	70,910	79,978	6,792	7,276	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549	8,512	5,146
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	181.5	195.4	202.0	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5
Food	192.2	211.4	217.8	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1	238.2	239.1
Housing	189.6	202.8	210.6	211.5	213.1	215.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7	240.8
Fuel and utilities	202.2	216.0	218.5	219.9	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2	252.9	252.0
Apparel and upkeep	154.2	159.6	164.1	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7
Transportation	177.2	185.5	191.4	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4	222.7	224.9
Medical care	202.4	219.4	227.0	227.8	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7	245.9	248.0
Energy	......	220.4	225.9	228.3	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3	307.5	307.8
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	194.2	209.2	215.7	217.5	220.8	224.1	226.7	230.0	232.0	233.5	236.9r	238.1	241.7	245.2	246.9
Industrial commodities	195.0	209.3	216.0	217.2	220.0	222.5	225.4	229.0	231.6	234.0	237.5r	240.3	243.8	248.5	250.2
Index of prices received by Alabama farmers *(1966-68 = 100)*	184.0	206.0	212.0	219.0	234.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	......	......
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	551	512	495	493	489	483	478	473	467	462	457	452	448	444	440
Wholesale prices	515	478	464	460	453	446	441	435	431	429	423	420	414	408	405
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,534.0	1,593.0	1,606.2	1,603.9	1,579.1	1,595.0	1,592.8	1,601.4	1,623.8	1,643.7	1,659.7	1,637.6	1,659.1	1,664.0	1,645.5
Unemployment	114.0	101.0	89.3	96.7	115.3	122.9	116.9	107.6	107.8	129.7	133.5	117.0	117.1	113.1	112.7
Unemployment rate	7.4	6.3	5.6	6.0	7.3	7.7	7.3	6.7	6.6	7.9	8.0	7.1	7.1	6.8	6.9
Employment	1,420.0	1,492.0	1,516.9	1,507.2	1,463.8	1,472.1	1,475.9	1,493.8	1,516.0	1,514.0	1,526.2	1,520.6	1,542.0	1,550.9	1,532.8
Nonagricultural	1,269.2r	1,336.3	1,361.7	1,361.3	1,340.6	1,343.1	1,346.5	1,354.0	1,356.0	1,354.0	1,358.2	1,351.9	1,359.0	1,365.0	1,364.0
Manufacturing	354.3r	365.3	368.2	367.5	365.7	364.8	363.8	364.9	361.6	362.7	362.7	362.4	361.7	362.5	360.7
Durable goods	165.8r	178.7	182.5	181.8	180.8	181.0	181.6	181.9	180.6	181.7	180.2	179.4	179.6	179.7	180.1
Lumber and wood products	28.9r	30.0	30.3	30.3	30.1	29.9	30.3	30.1	30.1	30.2	30.1	29.8	29.7	29.4	29.7
Stone, clay, glass products	10.3r	10.8	11.0	10.9	10.8	10.7	10.8	10.8	10.8	10.6	10.6	10.7	10.7	10.7	10.7
Primary metals	42.2r	44.6	45.1	44.9	44.3	44.3	44.1	44.8	44.6	45.0	44.4	43.8	43.4	42.7	42.3
Blast furn. and steel works	17.4r	18.4	18.7	18.7	18.5	18.6	18.6	18.8	18.7	18.9	18.9	18.6	18.3	17.3	17.2
Iron and steel foundries	13.6r	14.7	14.7	14.6	14.1	13.9	13.9	14.2	14.1	14.2	13.9	13.9	13.9	14.3	14.4
Fabricated metals	24.8r	25.3	25.7	25.4	25.3	25.0	25.2	25.4	24.6	24.6	24.4	24.8	25.0	25.2	25.2
Machinery (incl. electrical)	27.0r	31.2	32.2	32.2	32.4	32.5	32.5	32.8	33.1	33.2	32.7	32.0	32.2	32.4	32.6
Transportation	17.9r	20.1	21.5	21.5	21.5	21.9	22.1	22.0	21.1	21.5	21.3	21.8	22.1	22.7	22.8
Other durable goods	14.7r	16.7	16.7	16.6	16.4	16.7	16.6	16.0	16.3	16.6	16.7	16.5	16.5	16.6	16.8
Nondurable goods	188.5r	186.6	185.7	185.7	184.9	183.8	182.2	183.0	181.0	181.0	182.5	183.0	182.1	182.8	180.6
Food	27.3	27.3	27.8	27.7	27.5	27.4	27.2	27.4	27.4	27.8	28.2	27.7	28.2	28.3	28.1
Textile mill products	47.2r	45.6	45.3	45.2	45.3	45.0	44.6	44.7	44.2	43.1	42.9	43.2	43.1	43.0	43.2
Apparel	52.5r	52.9	52.7	52.7	52.2	50.9	50.2	50.5	50.3	53.3	50.2	51.3	51.2	51.7	50.4
Paper and allied products	20.2r	19.4	18.9	19.0	18.8	19.4	19.1	19.2	19.3	19.5	19.5	19.1	18.4	18.5	18.8
Printing and publishing	9.6r	9.9	9.8	9.9	9.9	9.9	9.8	9.8	9.8	9.8	9.8	9.7	9.6	9.6	9.7
Chemicals and allied products	15.1	15.2	15.2	15.2	15.2	15.2	15.3	15.4	15.4	15.6	15.7	15.7	15.4	15.4	15.5
Rubber products	13.0r	13.1	13.3	13.3	13.3	13.4	13.4	13.4	12.0	11.3	13.6	13.7	13.5	13.6	12.2
Other nondurable goods	3.6r	3.2	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.7	2.7	2.7
Nonmanufacturing	914.9r	971.0	993.5	993.8	974.9	978.3	982.7	989.1	994.4	991.3	995.5	989.5	997.3	1,002.5	1,003.3
Mining and quarrying	13.9r	13.6	16.2	16.1	16.1	15.9	15.7	15.8	15.8	16.0	15.9	16.1	16.2	16.0	16.3
Bituminous coal mining	10.1r	9.8	12.2	12.1	12.1	11.9	11.7	11.8	11.9	12.0	11.9	12.1	12.2	12.1	12.3
Contract construction	75.9	79.6	81.6	78.8	70.0	71.6	74.4	76.4	78.9	81.7	81.8	81.1	80.7	79.9	78.6
Trans., comm., and utilities	65.0r	69.2	71.1	70.9	70.3	70.5	71.2	71.5	71.4	71.5	71.8	72.1	71.1	73.2	72.0
Trade	259.1r	268.9	275.8	280.8	271.9	269.6	270.4	274.4	274.2	274.8	275.1	275.6	276.7	277.2	279.6
Wholesale	70.8r	72.4	73.8	73.8	73.9	73.7	74.0	74.6	74.0	74.7	74.4	74.5	75.1	75.5	75.2
Retail	188.3r	196.5	202.0	207.0	198.0	195.9	196.4	199.8	200.2	200.1	200.7	201.1	201.6	201.7	204.4
Finance, insurance, real estate	55.4r	57.6	58.2	58.3	58.2	58.4	58.6	58.5	58.8	59.2	59.2	59.2	58.7	58.0	58.0
Service and miscellaneous	179.3r	192.0	194.6	194.6	194.1	194.6	195.1	196.3	197.5	198.5	199.2	199.8	200.3	199.5	199.2
Government	266.3r	290.1	296.0	294.3	294.3	297.7	297.3	296.2	297.8	289.6	292.5	285.6	293.6	298.7	299.6
Federal	63.1r	64.3	64.5	64.0	62.9	63.0	63.0	62.8	63.2	63.7	63.7	63.9	63.9	62.8	62.3
State and local	203.2r	225.8	231.5	230.3	231.4	234.7	234.3	233.4	234.6	225.9	228.8	221.7	229.7	235.9	237.3

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978		1979										
	1977	1978	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	272,736	269,276	19,310	15,400	26,816	21,537	26,105	23,413	30,434	32,953	28,365	29,456	23,414		
Nonagricultural placements	115,250	109,979	6,583	4,945	7,165	6,739	8,652	7,958	8,852	13,975	14,316	10,770	9,220		
Unemployment compensation															
Initial benefit claims *(number)*	308,697	297,194	20,603	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	28,397	29,851	
Payments *($1,000)*	108,675	107,482	7,987	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,927	9,535	11,344	
County data *(civilian labor force and unemployment rate)*															
Autauga	10,475r	12,754	13,309	13,386	13,357	13,659	13,371	13,508	13,816	13,877	14,040	13,753	13,918	13,900	13,926
	4.2	6.5	5.6	6.2	8.1	9.3	7.1	6.9	7.4	6.5	6.9	5.6	5.9	5.9	6.5
Baldwin	27,495r	29,408	29,828	29,739	29,254	29,425	29,829	29,989	30,220	30,990	30,855	30,064	30,024	31,495	30,886
	6.7r	6.0	5.5	5.4	6.5	6.2	6.5	6.7	6.5	7.5	8.0	6.8	7.2	8.2	7.6
Barbour	10,712r	11,180	11,317	11,161	10,943	11,284	10,870	11,279	11,411	11,676	11,717	11,944	12,175	11,942	11,441
	8.0	7.1	6.7	6.5	7.8	9.9	7.8	8.0	7.2	9.4	9.4	9.6	10.3	8.4	8.7
Bibb	4,689r	5,124	5,042	4,882	4,846	4,863	4,900	5,090	5,042	5,056	5,166	5,165	5,179	5,304	5,211
	10.0r	9.4	8.4	8.6	10.5	13.0	11.8	11.6	10.0	8.3	8.4	7.1	8.3	9.1	10.6
Blount	13,097r	13,606	13,705	13,441	13,008	13,265	13,347	13,617	14,056	14,156	14,165	14,199	14,496	14,741	14,302
	7.1	5.8	4.6	5.6	7.3	7.2	6.6	6.5	6.1	6.8	6.7	6.1	6.0	6.4	6.5
Bullock	4,143r	4,254	4,359	4,207	4,044	3,977	4,023	4,114	4,297	4,290	4,342	4,418	4,592	4,757	4,553
	6.3r	7.0	7.7	7.5	8.5	7.4	7.2	7.1	6.7	10.2	10.2	9.5	8.4	9.4	9.7
Butler	8,119r	8,373	8,510	8,478	8,347	8,366	8,373	8,508	8,630	8,803	9,228	8,651	8,870	8,938	8,822
	6.0	6.2	4.7	4.9	5.7	8.1	7.3	6.9	6.3	8.3	13.9	6.3	7.2	7.2	15.4
Calhoun	41,669r	42,709	42,495	43,575	42,096	42,412	42,444	42,232	42,754	43,091	43,589	43,366	43,525	43,368	43,102
	9.1r	7.3	6.5	6.5	8.1	8.4	8.6	7.5	7.8	9.0	9.4	7.5	7.5	7.3	7.2
Chambers	17,508r	17,603	17,307	17,286	17,092	16,885	16,849	16,679	16,243	17,124	17,904	16,875	16,769	16,536	16,387
	4.6	5.3	5.7	6.2	7.2	8.0	8.5	9.8	6.4	10.2	14.3	9.7	9.0	8.3	7.8
Cherokee	8,912r	9,432	9,831	9,612	9,472	9,398	9,576	9,889	10,115	9,671	9,764	9,867	10,582	10,782	10,374
	6.9	5.7	4.4	4.3	5.3	6.0	5.4	5.0	5.1	6.4	7.0	6.2	5.2	4.8	4.6
Chilton	11,540r	11,931	11,824	11,803	11,630	11,729	11,719	11,876	12,255	12,192	11,949	12,157	12,412	12,400	12,226
	8.0r	7.3	6.1	6.5	10.1	9.3	8.7	8.6	8.3	9.2	9.6	7.4	7.5	7.5	8.1
Choctaw	5,164r	5,353	5,430	5,492	5,429	5,479	5,382	5,538	5,611	5,624	6,184	5,651	5,706	5,535	5,615
	8.3r	7.2	6.2	7.2	7.5	8.6	7.6	7.7	7.8	7.9	15.0	6.4	6.9	5.9	6.6
Clarke	9,758r	9,700	9,529	9,581	9,714	9,899	9,701	9,662	9,865	10,181	9,969	9,852	10,012	10,109	10,007
	8.1r	8.2	7.1	8.0	8.9	8.6	8.4	7.2	8.0	9.9	10.8	7.4	7.8	7.9	7.7
Clay	5,375r	5,674r	5,819	5,743	5,688	5,757	5,731	5,825	5,934	5,844	5,915	5,816	5,928	6,053	5,652
	6.1	6.1	5.2	5.7	9.2	11.8	11.0	11.5	11.3	12.2	11.2	9.9	8.4	10.1	11.3
Cleburne	4,556r	4,632	4,778	4,731	4,802	4,844	4,999	4,902	4,972	5,051	5,201	5,085	5,124	5,131	5,149
	5.0	5.5	4.0	4.3	6.3	6.6	8.2	5.1	5.2	5.8	6.0	7.2	4.4	5.0	5.8
Coffee	16,878r	18,137	18,798	18,859	18,696	19,164	19,187	19,230	19,590	19,594	20,369	19,889	19,922	20,064	19,888
	6.3r	4.9	3.8	4.2	4.6	5.4	5.8	4.6	4.6	5.5	7.4	4.7	4.6	4.2	4.7
Colbert	21,544r	22,115	22,069	22,122	21,815	21,838	21,632	21,825	21,806	22,204	22,528	22,222	22,554	22,593	22,489
	9.9	7.2	6.0	6.9	8.3	7.9	7.7	7.7	7.1	8.0	8.6	8.4	8.3	8.4	9.8
Conecuh	5,993r	6,584	6,760	6,691	6,620	6,772	6,702	6,758	6,965	6,931	7,105	7,099	7,100	7,066	6,910
	7.5r	5.8	5.4	6.1	6.9	7.7	6.8	7.1	7.8	10.1	9.6	10.9	9.2	8.6	7.3
Coosa	4,557r	4,839	4,924	4,940	4,885	4,959	4,900	4,979	5,104	5,176	5,300	5,232	5,267	5,245	5,219
	6.5r	5.3	5.0	4.8	6.0	5.6	5.9	5.4	6.2	7.1	6.8	6.3	5.8	6.1	6.8
Covington	15,004r	15,357	15,497	15,315	15,210	15,992	15,195	15,194	15,367	15,202	15,584	15,150	15,546	15,586	15,510
	7.4r	5.7	5.0	5.5	6.3	11.5	7.5	6.1	5.7	6.3	8.4	5.1	4.8	4.4	5.2
Crenshaw	5,974r	6,431	6,307	6,140	5,926	6,128	6,085	6,272	6,592	6,492	6,471	6,389	6,695	6,885	6,556
	5.7r	5.4	4.9	5.8	6.4	7.7	5.6	4.7	5.4	6.4	10.9	5.9	5.0	4.7	7.2
Cullman	24,183r	24,681	25,201	24,916	24,336	24,698	25,010	24,950	25,564	25,501	24,932	25,046	25,902	25,907	25,157
	8.6	6.5	5.6	6.5	8.0	8.2	9.2	6.7	6.6	8.1	7.7	8.6	7.2	7.8	8.0
Dale	10,135r	10,171	10,317	10,248	10,019	10,052	9,997	10,337	10,383	10,379	10,619	10,547	10,739	10,817	10,737
	9.8	6.7	5.3	5.9	6.6	7.3	6.9	8.8	7.2	8.3	9.0	7.5	6.9	6.5	6.8
Dallas	21,675r	20,769	20,338	20,295	19,910	[illegible],019	20,002	20,440	20,572	21,135	21,632	20,897	20,812	20,805	20,338
	9.3r	8.8	7.2	7.7	10.2	10.1	9.6	9.9	9.1	10.7	12.3	9.0	8.9	8.5	9.2
DeKalb	23,215r	24,498	24,635	24,303	23,776	24,175	24,323	24,699	25,297	25,392	26,368	26,386	26,701	26,563	25,913
	7.7	6.0	4.8	5.6	7.2	7.4	6.9	6.7	5.6	6.5	6.9	5.8	6.1	5.7	5.8
Elmore	15,217r	17,699	18,448	18,488	18,316	18,549	18,554	18,733	18,982	19,416	19,444	19,209	19,385	19,354	19,251
	5.0	4.8	4.5	4.7	5.9	6.2	6.0	5.8	5.4	6.2	5.7	5.2	5.2	5.1	5.1
Escambia	15,117r	14,989	15,494	15,408	15,543	15,468	15,650	15,509	15,776	16,003	16,454	15,665	15,784	15,723	15,590
	8.7	6.8	5.7	6.9	8.4	9.4	8.9	8.2	8.3	9.3	11.9	8.4	7.9	7.7	7.9
Etowah	37,982r	39,597	39,523	39,682	39,738	40,015	39,754	40,105	40,326	40,862	41,595	40,355	41,556	41,432	41,161
	9.0r	7.0	6.1	6.3	8.5	8.0	7.3	7.0	6.7	7.9	7.9	6.7	7.7	7.6	7.4
Fayette	9,020r	9,637	9,759	9,641	9,322	9,417	9,192	9,308	9,433	9,416	9,691	9,575	9,950	9,828	9,724
	7.6r	6.0	4.5	5.0	6.2	8.9	7.3	7.6	6.3	7.6	7.9	5.7	6.6	5.8	6.9
Franklin	11,020r	11,067	10,957	10,962	10,777	11,038	10,908	11,005	11,010	11,300	11,685	11,250	11,281	11,405	11,490
	9.4r	7.7	6.1	8.0	8.4	11.3	8.4	7.4	6.5	9.6	10.5	7.8	7.4	7.3	10.2
Geneva	10,118r	10,397	10,741	10,437	10,065	10,701	10,217	10,410	10,641	10,182	10,653	10,232	10,827	11,065	10,706
	9.6r	6.2	4.2	4.8	5.4	11.0	6.0	5.5	5.3	6.2	7.4	4.9	4.4	4.8	4.6
Greene	3,678r	4,332	4,271	4,160	3,746	4,195	4,064	4,136	4,220	4,096	4,101	4,099	4,167	4,196	3,967
	16.2	10.0	8.8	9.0	14.0	15.3	17.5	16.9	16.2	16.6	15.0	13.4	12.5	11.5	10.6
Hale	4,769r	4,811	4,929	4,727	4,687	4,647	4,676	4,860	4,989	4,646	5,085	4,761	4,992	5,031	4,694
	12.5r	10.6	10.4	11.2	13.8	12.8	12.8	13.7	12.0	11.4	14.8	10.2	11.9	11.3	11.6
Henry	6,195r	6,776	7,149	6,820	6,582	6,645	6,668	6,824	7,048	6,705	6,859	6,680	6,978	7,182	6,806
	5.9	6.9	5.9	6.3	7.4	7.8	7.2	5.9	5.5	6.2	9.4	5.3	4.7	4.8	4.4
Houston	35,761r	38,083	38,485	38,760	37,080	37,633	37,414	37,996	39,160	39,293	39,749	39,289	40,274	40,438	39,784
	5.3r	5.3	4.3	5.1	6.1	6.3	5.6	5.3	5.4	5.8	6.5	5.1	4.7	4.7	4.9
Jackson	20,465r	20,333	20,604	20,291	19,914	20,188	20,341	20,798	20,803	20,563	21,322	21,076	21,441	21,388	21,162
	10.0r	6.9	5.1	5.8	8.1	8.4	8.0	8.3	6.8	7.8	8.4	8.0	7.8	8.0	8.4
Jefferson	306,289r	302,793r	301,765	303,633	298,547	299,672	300,294	301,120	304,275	308,516	310,525	308,249	313,210	311,762	311,174
	6.7r	5.4	5.0	5.4	6.2	6.3	6.4	5.6	5.6	6.6	6.0	5.9	6.1	6.2	6.2
Lamar	6,837r	7,949	8,061	7,997	7,846	7,901	7,912	7,966	7,937	7,997	8,097	8,105	8,199	8,213	8,085
	5.3r	5.5	4.0	4.6	4.7	5.6	7.8	7.2	4.8	5.8	5.4	5.0	5.3	5.2	5.8
Lauderdale	30,565r	32,496	32,845	32,815	32,605	32,749	32,304	32,378	32,764	33,825	34,167	33,610	34,122	34,155	33,671
	7.3	5.9	5.3	6.0	8.0	8.0	7.3	6.7	7.3	9.4	9.6	9.2	9.2	9.2	9.7
Lawrence	10,521r	12,566	13,073	12,869	12,852	13,012	13,134	13,272	13,198	13,224	13,407	13,068	13,051	12,957	12,778
	9.7r	7.3	6.0	6.6	9.2	9.3	10.5	7.7	7.5	8.8	9.4	10.2	9.0	9.2	9.9
Lee	29,544r	31,733r	32,356	31,799	31,857	32,357	32,005	31,934	32,434	32,562	32,270	31,990	31,752	32,835	33,005
	4.2r	4.0	3.4	3.9	5.0	4.7	4.3	4.3	4.6	4.7	5.5	5.2	4.6	4.4	4.2
Limestone	18,477r	19,819	20,020	19,987	19,876	20,095	19,893	20,182	20,462	20,836	21,166	20,922	21,243	21,326	21,084
	7.8	6.6	5.5	6.0	7.8	8.3	7.2	7.0	6.5	8.3	7.6	7.7	7.4	7.7	7.5
Lowndes	4,000r	4,376	4,606	4,540	4,292	4,408	4,317	4,445	4,535	4,462	4,519	4,627	4,632	4,790	5,003
	10.2	7.4	6.7	7.8	9.9	10.7	8.9	7.7	7.9	9.4	10.3	8.7	8.0	8.0	8.7
Macon	7,104r	7,231	7,117	7,089	7,045	7,037	7,047	7,077	7,276	7,146	7,252	7,264	7,377	7,391	7,139
	7.5r	6.4	6.9	7.2	8.5	8.3	7.7	6.9	7.6	9.4	9.3	9.5	6.8	6.0	5.2
Madison	84,800r	86,159r	85,873	85,684	84,288	84,907	86,889	85,956	87,690	90,635	91,038	89,810	90,925	90,412	89,201
	7.6	6.1	5.2	5.6	6.5	6.7	8.6	6.0	6.1	9.3	7.6	7.5	6.9	6.3	5.9
Marengo	8,718r	8,839	8,895	8,817	8,399	8,388	8,430	8,697	8,737	8,673	8,884	8,545	8,837	8,996	8,885
	9.0r	6.8	5.8	6.5	7.7	8.1	7.2	8.9	6.6	8.3	10.2	6.8	8.0	7.5	7.7
Marion	10,954r	11,612r	11,839	12,053	11,719	12,207	11,749	11,767	11,833	12,081	12,199	11,747	11,988	12,016	12,120
	6.2	6.6r	5.8	8.8	8.3	14.3	9.7	8.0	7.4	9.1	10.5	8.8	8.9	7.9	9.1
Marshall	24,156r	27,349	28,209	28,239	28,081	28,087	27,837	28,111	28,501	28,946	29,675	28,792	29,341	29,394	29,199
	7.3	7.1	6.7	7.4	9.2	8.7	7.7	7.1	6.6	8.1	8.3	6.6	6.7	6.8	7.0
Mobile	145,471r	149,460r	149,179	149,621	147,490	149,011	150,314	149,569	152,750	157,130	155,473	153,130	153,463	156,668	152,201
	8.5r	7.2	6.2	6.7	8.0	8.1	7.9	7.2	8.2	9.5	9.4	9.2	9.9	8.4	6.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978		1979										
	1977	1978	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	8,959r	11,134	11,502	11,228	11,381	11,314	11,736	11,186	11,352	11,399	11,466	11,355	11,330	11,296	11,114
	7.7r	6.8	6.0	6.7	7.9	8.1	12.0	6.8	7.4	9.0	11.1	8.2	7.6	7.6	7.5
Montgomery	80,505r	83,586r	84,332	84,298	82,981	83,778	83,603	84,535	85,932	88,678	88,780	88,017	88,543	88,109	87,701
	6.2r	5.5	5.2	5.2	5.8	5.8	5.3	5.3	5.2	6.8	6.3	6.1	5.8	5.4	5.5
Morgan	33,631r	34,984r	35,379	35,296	35,156	35,438	35,440	35,596	35,912	36,373	36,806	36,796	36,909	36,949	36,441
	7.9r	6.5r	5.7	6.1	8.0	7.7	7.3	6.8	6.5	7.9	7.9	8.1	7.1	7.1	7.1
Perry	4,456r	4,610r	4,677	4,542	4,608	4,655	4,621	4,663	4,872	4,885	5,072	4,895	4,979	5,089	5,177
	9.4r	8.4	7.2	7.0	7.6	9.8	7.7	6.5	7.0	9.5	11.2	7.8	7.0	6.5	10.5
Pickens	8,401r	8,101	7,846	7,752	7,655	7,690	7,656	7,725	7,840	7,824	8,081	7,909	7,877	7,903	7,828
	9.1r	8.7	8.5	7.7	8.2	10.0	8.1	10.1	8.8	9.1	9.3	7.6	7.4	7.1	8.1
Pike	12,120r	12,457	12,759	11,690	11,430	12,420	11,701	11,929	12,197	12,275	12,151	11,917	12,692	12,703	12,359
	5.5	5.2	4.5	5.1	5.9	7.3	4.8	4.8	4.7	6.1	7.0	5.7	4.5	4.1	4.4
Randolph	8,007r	8,140	8,359	7,671	7,752	7,955	7,832	7,839	7,808	7,454	7,989	7,647	7,690	7,852	7,704
	8.0	10.4	8.5	8.4	10.5	14.3	10.9	10.2	10.0	11.1	15.4	8.8	8.1	8.7	8.4
Russell	18,397r	18,407	18,533	18,491	17,220	17,231	17,165	17,071	17,300	17,574	17,711	17,668	17,755	17,594	17,675
	8.1r	7.2	7.0	6.8	9.0	9.2	8.8	7.8	8.2	8.9	8.0	7.4	7.6	7.6	8.1
St Clair	11,759r	15,399	16,571	16,737	16,592	16,578	16,558	16,726	16,876	17,007	17,223	17,049	17,150	17,098	17,179
	6.6r	4.9	4.2	4.9	6.5	6.1	5.9	5.8	5.7	6.1	6.1	5.7	5.0	5.2	5.8
Shelby	17,057r	22,682	24,381	24,645	24,384	24,115	23,978	24,275	24,410	24,887	25,148	24,834	25,068	24,805	24,710
	6.2r	6.5	5.8	6.6	8.0	6.7	6.0	6.2	5.7	7.2	7.0	6.4	6.0	5.6	5.3
Sumter	6,527r	6,571	6,613	6,525	6,300	6,363	6,357	6,526	6,572	6,463	6,604	6,581	6,491	6,758	6,572
	6.3r	5.9	5.7	5.3	6.4	7.6	6.2	6.4	6.4	6.6	7.9	8.8	7.1	7.1	8.0
Talladega	26,283r	26,864	27,076	27,550	27,083	27,328	27,043	27,363	27,819	27,723	27,882	27,403	28,012	27,986	27,759
	9.4r	8.3	7.6	9.4	9.4	10.0	9.7	10.1	10.1	11.2	12.1	10.7	10.3	10.0	10.5
Tallapoosa	15,852r	16,081	16,023	16,136	15,925	15,956	15,885	16,062	16,221	16,488	16,659	16,555	16,417	16,401	16,412
	5.7	5.5	4.8	5.7	6.2	6.5	6.2	6.5	5.8	7.2	7.3	6.4	5.6	5.5	5.2
Tuscaloosa	51,787r	51,592	51,484	51,252	50,597	51,316	51,224	51,520	51,783	50,797	51,010	51,261	51,981	52,236	52,244
	7.0	6.9	6.1	5.8	7.2	7.5	6.6	6.1	6.2	6.5	6.2	5.9	5.5	5.1	5.4
Walker	22,896r	28,938	30,554	30,768	31,189	31,714	30,932	31,318	31,531	32,001	32,200	31,682	32,194	31,800	31,692
	7.1r	6.8	5.4	5.9	9.5	10.7	8.3	8.4	8.1	9.2	8.6	7.6	7.9	7.3	7.1
Washington	6,772r	5,654	5,462	5,402	5,215	5,222	5,210	5,236	5,398	5,286	5,763	5,662	5,894	5,897	5,848
	6.3r	10.1	9.3	9.7	12.1	13.2	14.1	11.3	11.3	12.4	14.7	10.4	9.8	8.2	7.7
Wilcox	4,676r	4,861r	5,103	4,989	4,887	5,053	4,949	4,951	5,095	5,055	5,411	5,000	5,102	5,418	5,074
	11.1r	7.1	6.7	6.9	10.3	11.4	9.3	9.0	8.8	10.0	14.4	9.0	8.6	7.6	8.5
Winston	6,771r	7,432	7,435	7,332	7,222	7,287	7,322	7,345	7,625	7,383	7,531	7,685	7,661	7,682	7,763
	10.1r	8.9	6.6	9.0	10.8	13.9	12.6	9.8	11.1	11.4	11.7	12.5	9.6	9.7	12.9
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	667,465	1,049,905	142,941	33,938	49,055	39,032	44,665	43,823	64,518	50,712	62,229	64,604			
Shipping weight *(1,000,000 lbs.)*	22,585	35,633	3,775	671	1,007	1,210	988	1,787	1,789	1,476	2,290	2,066			
Exports															
Value *($1,000)*	708,588r	913,311	75,010	69,267	63,685	67,597	93,164	46,158	53,631	65,434	55,543	73,641			
Shipping weight *(1,000,000 lbs.)*	11,122	10,454	732	522	498	696	873	522	442	538	555	616			
Shipments by water, Port of Mobile[8] *(1,000 tons)*	35,968	34,783	2,836	2,800	2,374	2,519	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	21,866	22,495	1,460	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507
Gasoline sales[9] *(1,000 gallons)*	2,178,852	2,163,414	177,758	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279
New passenger car registrations[10] *(number)*	178,909	176,113	12,994	14,860	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	10,340	14,362	11,008
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,435	2,708	229	248	223	223	249	238	249	275	251	259	256	252	253
General stores with food and gas	158	188	16	17	16	15	18	18	19	21	20	21	20	20	18
General merchandise	1,636	1,778	174	269	118	120	147	155	157	149	140	156	146	158	197
Apparel	386	423	38	63	32	28	37	40	36	35	33	38	35	38	41
Furniture, furnishings, etc	412	461	40	48	38	36	42	39	42	43	43	45	41	45	45
Automotive	2,349	2,708	213	200	205	210	258	235	245	221	221	251	203	234	199
Gasoline service stations	851	859	71	76	72	66	78	76	83	88	85	96	92	98	89
Lumber and building materials	728	850	74	66	58	55	74	72	80	80	77	82	76	89	80
Hardware and farm implements	365	423	35	33	28	28	37	39	39	37	32	38	34	42	34
Eating places	690	809	67	71	64	64	77	74	77	77	77	81	73	77	71
Drug stores	334	362	30	38	34	32	33	32	34	32	32	33	32	35	34
All other retail	1,763	1,968	164	192	154	152	184	186	202	186	165	187	171	199	177
Total sales by retail concerns	12,108	13,537	1,152	1,321	1,041	1,027	1,234	1,204	1,264	1,242	1,174	1,287	1,179	1,288	1,238
Nonretail and unclassified concerns	4,026	4,573	369	395	350	332	388	377	408	391	382	415	393	427	396
Total all sales at retail	16,135	18,110	1,521	1,716	1,391	1,359	1,622	1,581	1,672	1,634	1,557	1,702	1,572	1,714	1,634
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	336,906	378,338	30,234	33,498	26,413	26,056	32,785	32,051	33,971	33,516	31,317	35,206	30,607	32,219	31,352
Birmingham	4,328,519	4,856,558	423,912	480,845	396,877	387,119	450,414	441,417	456,664	455,896	436,179	476,546	443,592	478,535	450,723
Florence	400,209	462,969	41,669	45,786	36,332	34,925	42,063	41,785	44,407	41,599	39,671	44,652	41,985	44,743	38,418
Gadsden	320,993	371,328	31,384	34,594	29,123	28,550	34,981	33,212	35,862	33,939	32,667	36,342	33,091	34,994	33,127
Huntsville	1,007,895	1,110,227	94,357	100,745	83,276	83,053	102,069	96,060	105,982	98,932	96,699	104,041	94,992	102,780	97,419
Mobile	1,549,980	1,757,700	142,738	156,751	136,730	130,809	158,962	152,365	157,399	154,654	147,364	152,426	139,513	180,536	171,154
Montgomery	1,024,454	1,196,843	93,740	101,033	87,718	88,739	103,280	98,634	104,798	101,269	99,020	107,372	96,879	101,797	97,050
Tuscaloosa	432,745	474,953	41,252	43,760	36,220	35,938	41,893	40,885	43,613	42,370	40,408	44,673	42,161	45,343	43,115
Counties															
Autauga	74,313	85,288	6,401	6,492	6,570	7,334	7,834	8,291	8,030	7,805	7,212	7,976	7,319	7,821	7,078
Baldwin	239,838	273,318	21,241	21,163	19,544	19,776	25,494	24,978	27,379	28,081	24,306	26,151	21,347	27,417	25,159
Barbour	52,971	56,554	4,313	5,548	4,310	4,296	5,330	5,260	5,491	5,201	4,570	5,073	4,658	5,183	4,986
Bibb	24,809	27,255	2,399	2,399	1,987	1,891	2,296	2,269	2,422	2,593	2,257	2,706	2,457	2,657	2,494
Blount	76,414	76,382	6,099	6,763	5,594	5,450	7,104	6,616	7,493	8,234	7,458	7,528	7,005	7,445	6,228
Bullock	23,073	24,934	2,322	2,286	2,345	2,056	2,326	2,008	2,231	2,432	2,368	2,385	2,435	2,285	2,383
Butler	51,764	59,353	4,569	5,655	4,859	4,408	5,482	5,161	5,588	5,540	5,030	5,527	4,948	5,761	5,308
Calhoun	336,906	378,338	30,234	33,498	26,413	26,056	32,785	32,051	33,971	33,516	31,317	35,206	30,607	32,219	31,352
Chambers	61,409	68,953	6,361	6,282	6,011	5,409	6,786	6,635	7,015	7,327	7,157	7,695	6,934	7,571	7,053
Cherokee	42,290	46,189	3,694	4,154	3,439	3,265	4,556	4,499	4,728	4,654	3,833	4,212	3,899	4,977	4,432
Chilton	63,615	72,620	5,966	6,578	5,661	5,683	6,985	6,446	7,322	7,054	6,480	6,998	6,419	6,715	6,100
Choctaw	31,962	37,245	3,274	3,422	3,030	2,978	3,510	3,494	3,573	3,655	3,377	3,805	3,431	3,844	3,615
Clarke	83,401	88,097	7,080	8,327	6,768	6,410	7,695	7,898	8,037	8,189	7,587	8,298	7,651	8,657	7,753
Clay	23,313	25,512	2,247	2,423	2,036	1,920	2,261	2,175	2,160	2,228	2,086	2,109	2,160	2,266	2,191
Cleburne	17,457	18,897	1,708	1,523	1,360	1,495	1,783	1,687	1,755	1,803	1,572	1,717	1,489	1,762	1,554
Coffee	109,147	127,746	10,606	12,080	10,496	10,620	12,914	12,794	12,820	11,720	11,869	12,924	11,846	12,508	11,193

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978		1979										
	1977	1978	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
TRADE—CONTINUED															
Retail sales SMSAs and counties—continued															
Counties—continued															
Colbert	189 732	220 100	20 664	20 980	18 630	18 213	20 683	20 761	22 569	21 033	20 039	23 106	21 506	22 789	16 370
Conecuh	35 603	38 525	2 745	3 138	2 836	2 719	3 426	2 944	3 156	2 919	2 853	3 066	2 988	3 058	2 864
Coosa	13 601	14 895	1 266	1 321	1 121	1 121	1 347	1 309	1 226	1 361	1 363	1 510	1 289	1 396	1 351
Covington	113 295	125 895	10 375	10 618	9 463	9 541	11 405	11 731	11 538	11 351	10 713	11 809	10 545	11 780	10 160
Crenshaw	27 786	31 640	2 602	2 791	2 316	2 286	3 048	2 720	3 262	3 109	2 862	2 911	2 570	2 898	2 722
Cullman	187 575	215 399	18 777	18 633	16 721	16 663	20 988	20 728	22 925	22 477	20 389	22 544	20 819	22 489	21 214
Dale	68 240	75 869	6 169	6 731	6 030	5 840	7 163	6 869	7 205	7 167	6 517	7 583	6 696	7 152	6 787
Dallas	175 594	194 607	15 713	18 157	15 293	14 977	18 827	17 895	19 196	18 808	16 445	19 061	16 768	18 069	17 048
DeKalb	130 363	147 697	12 453	13 048	11 204	10 621	13 524	12 935	14 318	13 266	13 314	14 074	13 025	13 776	12 467
Elmore	70 140	77 805	6 274	6 808	5 865	6 271	7 204	6 931	7 398	7 561	6 862	7 691	6 782	6 997	6 854
Escambia	127 926	142 384	12 176	13 516	10 614	10 489	12 567	11 857	12 653	12 695	11 510	13 258	11 754	14 531	12 717
Etowah	320 993	371 328	31 384	34 594	29 123	28 550	34 981	33 212	35 862	33 939	32 667	36 342	33 091	34 994	33 127
Fayette	78 218	89 529	7 748	8 648	6 439	6 386	7 983	7 973	9 064	8 463	8 005	9 562	8 403	8 371	7 487
Franklin	81 682	91 365	7 349	7 353	6 236	6 218	7 931	7 266	8 738	7 842	7 219	7 820	7 232	7 947	7 219
Geneva	90 583	99 129	7 905	8 789	7 687	7 906	9 230	9 198	9 746	9 183	8 774	9 248	9 186	9 352	8 867
Greene	15 674	19 818	1 492	1 644	1 194	1 318	1 772	1 590	1 975	1 847	1 655	1 710	1 527	1 844	1 585
Hale	27 512	30 557	2 491	2 801	2 346	2 327	2 861	2 769	2 949	3 014	2 525	2 791	2 776	2 900	2 911
Henry	38 414	43 841	3 558	4 092	3 515	3 257	4 218	4 145	4 149	4 024	3 455	3 888	3 910	3 732	3 577
Houston	380 869	429 803	32 810	37 124	30 747	30 283	38 130	35 558	38 325	36 664	35 850	39 534	34 804	36 604	35 357
Jackson	133 812	147 746	12 416	12 791	10 665	10 593	13 937	13 928	14 172	13 738	12 897	13 812	12 759	13 945	12 268
Jefferson	3 854 080	4 307 024	377 310	434 089	353 943	344 849	398 457	391 739	403 260	407 825	387 026	423 240	395 286	426 078	403 970
Lamar	25 669	30 047	2 703	2 848	2 361	2 268	2 880	2 880	3 177	2 903	2 649	2 835	2 744	2 902	2 743
Lauderdale	210 477	242 869	21 005	24 806	17 702	16 712	21 380	21 024	21 838	20 566	19 632	21 546	20 479	21 954	22 048
Lawrence	47 520	53 251	4 511	5 024	3 898	3 858	5 143	5 160	5 691	5 253	4 524	4 826	4 743	5 093	4 669
Lee	220 081	251 615	21 108	22 466	20 597	19 412	22 644	22 958	23 459	22 698	21 016	23 636	22 433	24 652	24 147
Limestone	111 708	128 949	10 666	11 185	9 270	9 083	11 825	11 943	13 116	12 077	11 252	11 641	11 703	12 189	11 107
Lowndes	18 696	21 844	1 758	2 203	1 703	1 658	1 956	1 923	2 093	2 151	1 872	1 973	1 848	1 962	2 197
Macon	38 802	43 409	3 446	3 574	3 464	3 265	3 987	3 768	3 922	4 086	3 770	4 240	3 611	4 026	3 810
Madison	650 561	712 693	61 107	64 927	53 047	53 270	64 984	60 790	67 208	61 685	61 124	67 025	59 806	65 494	62 981
Marengo	69 963	72 357	6 196	6 626	5 475	5 551	6 797	6 053	7 260	6 850	6 582	7 221	6 128	7 209	6 450
Marion	71 945	65 426	5 540	6 055	5 025	4 988	6 313	5 850	6 371	5 901	5 717	6 174	6 009	6 263	5 643
Marshall	245 626	268 585	22 584	24 633	20 959	20 700	25 260	23 327	25 658	25 170	24 323	25 375	23 423	25 097	23 331
Mobile	1 310 142	1 484 382	121 497	135 588	117 186	111 033	133 468	127 387	130 020	126 573	123 058	126 275	118 166	153 119	145 995
Monroe	99 183	156 798	11 873	11 925	8 148	8 577	10 405	9 001	9 338	7 849	6 838	8 346	7 787	8 342	7 262
Montgomery	880 001	1 033 750	81 065	87 733	75 283	75 134	88 242	83 412	89 370	85 903	84 946	91 705	82 778	86 979	83 118
Morgan	424 408	464 592	35 435	36 715	33 188	30 917	34 771	34 993	37 229	38 954	35 999	39 946	35 973	39 798	34 081
Perry	25 212	28 053	2 398	2 643	2 216	2 082	2 682	2 647	2 557	2 611	2 540	2 755	2 547	2 740	2 708
Pickens	42 799	47 704	4 133	4 329	3 293	3 608	4 505	4 016	4 789	4 921	4 072	4 404	3 925	4 791	4 219
Pike	78 968	89 389	7 159	8 096	6 728	6 203	8 038	8 236	8 624	7 998	7 129	8 164	7 329	8 405	7 233
Randolph	47 582	51 960	4 231	5 003	4 253	3 912	4 632	4 007	4 345	4 443	3 757	4 002	4 035	4 188	4 125
Russell	74 833	83 268	6 817	7 091	6 403	6 107	7 336	7 109	7 678	7 553	7 035	7 493	6 876	7 400	6 755
St. Clair	74 776	94 879	8 059	7 682	7 365	7 366	9 482	9 153	10 068	10 050	9 497	10 344	9 567	9 257	8 235
Shelby	198 671	231 350	19 373	19 440	17 781	17 020	20 769	20 453	21 975	22 742	20 303	21 783	19 980	22 909	18 934
Sumter	28 493	30 578	2 424	2 897	2 431	2 224	2 842	2 607	2 804	3 006	2 753	2 979	2 786	3 006	2 752
Talladega	167 255	184 561	14 856	17 580	14 906	14 270	17 699	16 500	16 942	17 192	16 586	17 729	16 156	17 359	15 490
Tallapoosa	107 804	116 459	9 032	10 374	8 395	8 163	10 354	9 508	10 209	10 533	9 719	10 535	9 670	10 320	10 021
Tuscaloosa	432 745	474 953	41 252	43 760	36 220	35 938	41 893	40 885	43 613	42 370	40 408	44 673	42 161	45 343	43 115
Walker	200 992	223 305	19 170	19 634	17 788	17 884	21 706	20 072	21 361	20 279	19 353	21 179	18 759	20 291	19 584
Washington	20 696	23 013	2 066	2 196	1 897	1 971	2 113	2 143	2 413	2 221	1 967	2 304	2 334	2 554	2 439
Wilcox	26 164	29 989	2 645	2 569	2 238	2 298	2 649	2 590	2 839	2 921	2 485	2 690	2 557	2 653	2 718
Winston	66 452	79 900	6 134	6 923	6 208	6 432	7 480	7 244	8 749	8 396	7 025	7 998	7 184	7 547	6 400
Statewide[11]	2 603 581	2 908 331	248 551	313 345	213 052	208 047	242 969	247 172	263 543	254 632	247 586	275 662	259 665	270 656	283 900
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	12 201	10 003	915	465	794	1 122	551	793	840	1 195	415	1 247	6 887	467	
Residential	3 641	5 366	587	273	186	268	412	84	378	238	220	363	2 972	110	
Nonresidential	7 374	3 482	70	110	514	757	26	554	317	866	109	734	3 848	242	
Birmingham															
Building permits ($1 000)															
Total	82 340	115 704	16 494	6 588	14 589	4 011	13 347	7 635	15 801	10 367	12 367	10 880	15 068	9 276	
Residential	26 683	30 517	8 052	1 274	1 206	899	4 142	3 534	2 044	1 964	2 117	2 620	9 392	895	
Nonresidential	23 658	38 577	2 342	1 468	3 426	860	1 907	1 157	3 186	839	3 692	4 368	1 018	2 279	
Decatur															
Building permits ($1 000)															
Total	44 141	49 063	4 470	2 782	1 020	1 093	1 706	4 692	5 213	5 397	5 103	5 524	5 719	5 589	
Residential	13 610	14 710	994	820	689	796	1 003	1 158	1 472	1 366	1 269	1 438	1 697	1 366	
Nonresidential	29 259	32 950	3 361	1 880	245	211	691	3 386	3 574	3 860	3 661	3 909	3 874	4 049	
Dothan															
Building permits ($1 000)															
Total	25 744	17 171	1 530	1 869	3 086	1 797	3 642	2 363	1 497	2 923	2 190	1 332	2 846	2 864	
Residential	12 313	7 434	507	584	810	1 058	1 152	1 400	979	1 766	497	936	575	475	
Nonresidential	10 847	7 194	778	1 100	2 031	550	2 263	696	203	808	1 408	216	2 098	1 850	
Gadsden															
Building permits ($1 000)															
Total	23 217	16 498	2 325	282	699	1 306	651	2 064	1 091	1 101	1 027	1 158	760	991	
Residential	4 349	5 904	2 149	36	188	122	190	1 515	564	559	445	548	242	560	
Nonresidential	16 334	8 588	17	18	359	1 063	174	253	294	298	335	364	290	187	
Huntsville															
Building permits ($1 000)															
Total	41 647	60 331	5 427	5 390	4 061	2 818	7 584	5 812	3 380	5 765	6 542	1 786	3 878	3 358	
Residential	22 982	29 097	3 725	996	553	620	2 531	1 061	1 764	1 842	1 164	1 178	2 757	1 492	
Nonresidential	12 740	25 497	1 384	4 089	2 916	1 593	4 398	3 739	1 224	3 545	4 873	608	602	1 188	
Mobile															
Building permits ($1 000)															
Total	102 479	78 754	6 380	4 655	8 973	4 004	4 697	4 594	13 378	10 520	5 352	8 960	3 280	10 475	
Residential	52 028	25 381	4 102	2 340	1 088	883	1 304	1 382	5 386	4 470	832	5 207	876	1 721	
Nonresidential	40 244	41 272	1 128	1 612	7 318	2 256	2 334	2 082	6 522	4 864	3 532	2 247	525	1 549	
Montgomery															
Building permits ($1 000)															
Total	80 309	88 523	4 252	3 643	6 544	9 011	8 686	6 324	11 112	14 798	5 020	8 714	4 825	2 836	
Residential	36 563	42 252	2 039	2 813	1 898	3 049	5 498	4 981	5 844	10 046	2 293	5 862	2 455	1 340	
Nonresidential	35 762	36 716	1 469	216	3 964	5 451	2 344	596	4 379	3 856	1 808	1 904	1 539	501	

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979		1978										
	1977	1978	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits ($1 000)															
Total	34 845	34 412	1 140	1 148	842	1 832	2 754	3 342	2 855	2 146	1 818	2 244	1 638	3 378	
Residential	17 430	16 330	602	739	530	930	2 370	2 267	1 787	1 216	871	1 463	1 051	2 672	
Nonresidential	14 122	15 011	155	250	74	595	86	820	700	658	755	278	128	329	
Selma															
Building permits ($1 000)															
Total	4 859	6 474	554	289	561	402	995	450	426	538	650	703	576	552	
Residential	2 546	1 765	195	202	450	264	351	159	274	234	429	270	212	160	
Nonresidential	1 075	3 296	247		43		463	101	48	92	59	160	262	200	
Tuscaloosa															
Building permits ($1 000)															
Total	38 714	29 257	1 605	1 006	1 145	1 777	2 726	1 214	2 065	2 737	6 555	5 474	3 147	3 744	
Residential	25 828	16 549	769	441	813	1 097	1 565	791	1 453	2 221	793	1 046	699	1 314	
Nonresidential	9 550	8 916	254	380	139	492	798	192	422	103	5 485	4 112	2 025	2 050	

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

CONTINUING MANAGEMENT EDUCATION

(continued from page 5)

day workshop. It was assumed that the price of the workshop was acceptable and that the respondent had the time to go. About 53% would go no further than 100 miles to attend a workshop. A total of 27% would set the limit at 200 miles, leaving only about 20% who would travel 200 miles or more to take part in a workshop or seminar.

Summary

This study investigated the nature and scope of managers of small manufacturing firms in professional continuing education activities.

The survey results suggest that the user tends to be a male between 41 and 50 years old, to have a college degree, and to earn an average household income of $25,000-$50,000 per year. Would-be users are most likely to be male, to be slightly older than users, to have some college, and to earn an annual income of $25,000-$50,000 per year. Nonusers are male, have less education, and are slightly older and have a lower income than either users or would-be users.

The survey also reveals that management-human relations programs and those directly related to one's job or industry are taken and preferred the most. In addition, trade associations and colleges and universities are the most used sources of training.

Those responding were all very sensitive to the price charged for a program and would prefer not to travel more than 200 miles to attend a course or workshop. Moreover, the major reason for taking a course is to help solve problems in a particular situation. This is probably one reason why trade associations are used as a major source of training, even though one may have to travel some distance, say to a convention, to take part in a training program. The lack of time is the major reason for not taking courses, although this is a more important factor for nonusers than for would-be users.

Continuing professional education programs are in the growth stage of the product life cycle. The next area of expansion would seem to be a tapping of the would-be user. Market research can help reveal the service or product characteristics and other marketing mix features (price, location, promotion measures) which can help any supplier, trade association, university, etc., succeed in catering to the needs of this growth market.

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STATE BUDGET

(continued from page 5)

tract industry to the state would appear to receive fourth-order priority, receiving an average of 9.6 and 9.1 points respectively. Finally, the programs on which the respondents thought the state should spend the least money were the judicial system, including prisons, environmental protection, and recreation including state parks.

A comparison of overall program popularity presented in Table 2 and priority for the use of tax dollars presented in Table 3 reveals striking similarities. Generally, respondents favored allocating the largest shares of the state budget to those programs most likely to be considered to be "good ideas," at least when they were comparing among these ten programs.

Conclusions

These data suggest that Alabamians have very definite preferences about how their tax dollars should be spent. Both benefits for older people and support for elementary and secondary education are believed overwhelmingly to be areas for which it is a "good idea" to spend tax dollars. Furthermore, the budget priority placed on each of these programs is high. While it is impossible to project how stable these preferences will be over time, the strength of the support for these two areas makes them worthy of note to those involved in public policy formulation and implementation.

Although some programs receive more support than others, it is important that none of the ten programs evaluated in this study lacks majority support. Furthermore, while the budget priority placed on the lowest ranked programs is only one-half that placed on the highest ranked program, the proportion of the state budget that would go to the lowest ranked program if these data were used to determine budgets is hardly insignificant. Consequently, policymakers, in their efforts to be responsive to public desires, cannot afford to ignore any of the areas targeted in this study.

It is worthy of note that three program areas which have received extensive coverage in the media within the last year (attracting industry to Alabama, the judicial system and prisons, and recreation) rank in the bottom half of programs presented, both in terms of being "good ideas" and in terms of budget priorities. Attracting industry to the state, for example, was a major campaign issue of Governor James. One of the primary benefits of the Tennessee-Tombigbee Waterway, according to its proponents, is that recreational facilities will be a byproduct. The needs of the judicial system (particularly prisons) received a great deal of attention at the time the data were collected. Given the media attention to these programs, it is somewhat surprising that they ranked as low as they did in this study.

To the extent that the opinions expressed by respondents to this study are at variance with the long- and short-term objectives of policymakers in the State of Alabama, two extreme alternative strategies and various combinations of each might be taken. On the one hand, policymakers could modify fiscal policies to conform to the expectations and desires of the public as expressed in this or some other similar study. This is, in all likelihood, not a suitable strategy, however, because of the intricacies associated with government spending which require extensive research and deliberation on the part of elected representatives. In other words, the public may simply have neither the information nor the time and inclination to develop well-thought-out attitudes toward the critical issues. At the other extreme, policymakers could attempt to change the attitudes of the public to conform to their own goals. This alternative is equally unsuitable because elected representatives are, theoretically, charged with the responsibility of representing the views of their constituents.

The preferred strategy, therefore, must lie somewhere between the two extreme alternatives presented. Information gained from public opinion surveys such as the one discussed here could become "one important consideration bearing on fiscal decisions but, of course, not the only one,"[7] and serve to open a two-way flow of information which "would stimulate discussion of the underlying issues and could reduce any large gaps between the views of the citizenry and the views of their elected representatives."[8]

Table 3

Respondents' Preferences for State Budget Allocations

Type of Program	Average Points	Preferred Allocation Distribution (in percent)		
		Less than 10%	10%	More than 10%
Benefits for older people	14.2	13	37	50
Support for elementary and secondary schools	12.8	16	41	43
Support for highways and roads	10.9	24	47	28
Support for mental health centers and mental hospitals	10.7	21	53	26
Support for colleges and universities	10.5	26	47	28
Support for poor people	9.6	39	40	21
Benefits for programs to attract industry to the state	9.1	41	38	20
Support for judicial system, including prisons	7.9	45	43	11
Support for environmental protection	7.2	55	36	9
Support for recreation, including state parks	7.2	54	39	8

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[7] Eva Mueller, "Public Attitudes Toward Fiscal Problems," *Journal of Economics* 77 (May 1963): 210-35.

[8] Ibid.

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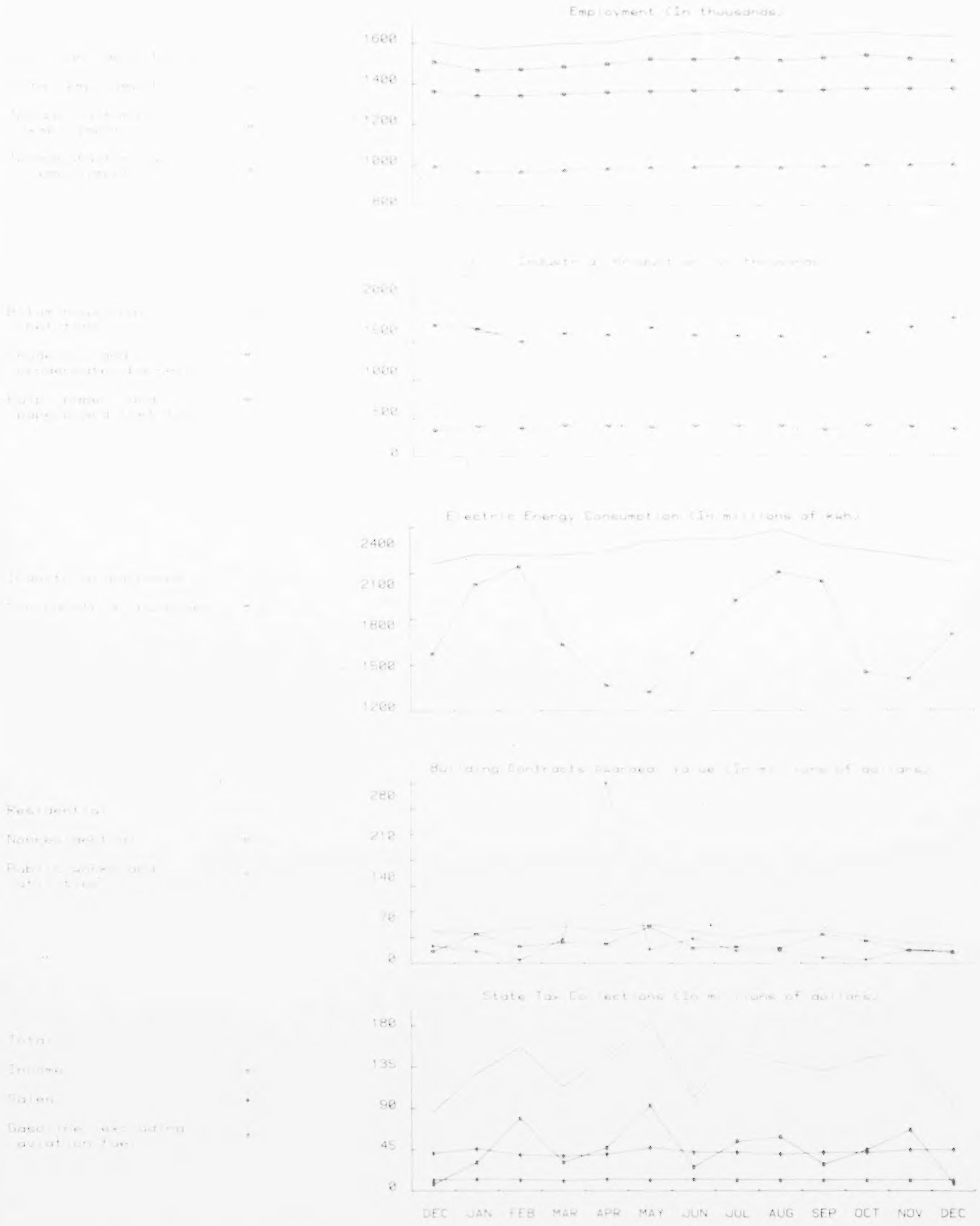
Alabama Business at a Glance

(DECEMBER 1978—DECEMBER 1979)



GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1978	1979											
	1978	1979	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
INDUSTRIAL															
Bituminous coal production (1,000 net tons)	20 110	24 833	2 096	1 625	1 995	2 344	2 034	2 390	2 150	1 756	2 335	2 172	2 393	2 184	1 855
Cement shipments (1,000 net tons)	2 837	2 667	189	170	160	239	275	264	255	209	260	177	275	218	166
Coke production (1,000 net tons)	4 676	4 673	366	367	360	346	370	392	397	402	416	390	384	391	406
Cotton consumption (1,000 lbs.)	412 062		30 744	34 201	30 624	36 388	32 529	33 488	32 487	27 238	33 374	30 696	38 042	33 110	
Crude oil and condensate production (1,000 barrels)	19 824	19 177	1 718	1 675	1 499	1 606	1 581	1 684	1 578	1 572	1 571	1 595	1 616	1 691	1 612
Electric energy consumption industrial purposes (1,000,000 kwh)	27 073	28 399	2 262	2 323	2 316	2 421	2 339	2 412	2 423	2 427	2 484	2 384	2 348	2 311	2 272
Pig iron production (1,000 net tons)	3 417	3 675	286	290	306	336	286	304	338	335	345	277	237	243	321
Pulp, paper, and paperboard production (1,000 net tons)	4 459	4 603	387	385	365	404	398	377	398	397	394	347	403	385	390
Steel ingot production, adjusted index (1967 = 100)	93.1	91.6	100.5	97.4	93.9	96.9	91.2	94.8	92.7	91.3	97.3	84.0	78.0	80.1	102.7
Steel ingot production (Ala., Ark., Miss., Tenn.) (1,000 net tons)	4 263	3 473	368	372	308	311	370	317	307	366	390	344	325	314	395
CONSTRUCTION															
Building contracts awarded, new and alterations combined* ($1,000)	2 757 645r	2 327 790	164 811r	191 706	152 064	221 394	334 517	243 307	196 589	151 949	161 468	184 760	147 104	128 837r	114 360
Residential	1 308 891r	983 019	85 764r	86 363	97 033	99 444	88 334	108 524	97 394	70 462	85 764	89 710	74 344	54 889r	50 532
Nonresidential	761 600r	669 862	32 335r	74 159	46 131	56 659	53 305	84 508	41 627	43 241	41 023	78 704	61 793	46 454r	29 970
Public works and utilities	687 154r	674 909	47 462r	31 964	8 900	65 286	192 879	50 284	57 580	37 446	34 681	16 350	10 967	27 514r	33 858
Cement consumption (1,000 net tons)	1 498r	1 247	104	65	77	126	108	126	122	108	112	88	111	97	75
FINANCE															
Insurance sales, ordinary life ($1,000)	4 993 002	5 761 035	450 925	409 116	411 472	492 060	497 566	537 062	512 417	442 013	467 071	442 191	509 814	470 033	490 011
Savings in savings and loan associations* ($1,000,000)	3 775	4 079	3 775	3 814	3 836	3 848	3 882	3 889	3 930	3 954	3 963	3 998	4 030	4 051	4 079
Tax collections ($1,000)															
Total	1 477 673	1 646 078	86 048	127 816	157 198	113 832	146 672	182 986	101 688	154 192	140 904	131 401	144 879	133 430	91 438
Franchise	37 481	41 607	3 378	2 143	388	8 821	1 234	1 305	2 518	5 988	2 070	4 303	4 901	2 349	3 715
Gasoline (excl. aviation)	150 919	145 662	12 392	12 691	12 335	11 233	12 344	12 027	12 505	11 893	11 772	12 485	12 028	12 149	11 800
Income	493 972	564 697	7 096	30 812	78 730	31 170	46 630	93 244	25 573	54 275	39 467	29 447	45 495	46 747	8 137
Motor fuels	26 791	28 307	2 688	1 914	2 449	2 085	2 167	2 521	2 127	1 764	2 461	1 937	2 768	3 256	2 858
Sales	456 694	507 985	40 570	46 301	38 793	38 210	54 694	46 567	42 481	41 738	40 000	42 323	41 841	45 423	44 612
2.2% Gross receipts	25 861	28 535	8	6 731	106	30	6 669	199		6 824	40		7 834	31	26
TVA electric	19 652	25 926	1 598	1 598	1 598	1 598	1 598	1 598	1 598	1 598	1 598	7 117		3 883	1 942
Tobacco	52 099	52 761	4 186	4 228	3 772	4 052	4 235	4 420	4 330	4 871	4 579	4 986	4 931	4 214	4 147
Use	51 435	57 363	916	8 412	4 707	808	8 431	5 542	655	9 732	4 171	393	9 280	4 465	827
Utility	79 978	94 022	7 276	6 644	7 015	8 562	8 453	10 041	4 640	10 280	8 041	8 549	8 312	5 146	8 039
PRICES															
Consumer Price Index (U.S.*) (1967 = 100)															
All items	195.4	217.4	202.9	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9
Food	211.4	234.5	219.4	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.5	237.1	238.2	239.1	241.7
Housing	202.8	227.6	211.8	213.1	215.6	217.6	219.8	222.4	225.9	228.4	231.9	234.6	237.7	240.8	243.6
Fuel and utilities	216.0	239.3	219.9	221.5	223.3	225.9	227.3	232.1	234.0	243.5	247.2	251.2	252.6	252.0	255.1
Apparel and upkeep	159.6	166.6	163.2	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2
Transportation	185.5	212.0	192.6	193.9	195.6	198.1	202.9	207.7	212.6	216.8	219.6	221.4	222.7	224.9	227.7
Medical care	219.4	239.7	227.8	230.7	232.6	233.9	235.1	236.5	237.7	239.4	241.8	243.7	245.4	248.0	250.7
Energy	220.4	275.9	228.3	231.5	235.0	241.2	250.2	260.8	273.4	287.1	296.3	304.3	307.5	307.8	313.7
Producer Price Index (U.S.*) (1967 = 100)															
All commodities	209.3	235.6	217.5	220.8	224.1	226.7	230.0	232.0	233.5	236.9	238.3	242.0r	245.2	246.9	249.4
Industrial commodities	209.4	236.5	217.2	220.0	222.5	225.4	229.0	231.6	234.0	237.5	240.6r	244.2r	248.5	250.2	252.8
Index of prices received by Alabama farmers (1966-68 = 100)	206.7	229.8	224.0r	244.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0
Purchasing power of the dollar U.S. (1967 = $1.000)															
As measured by															
Consumer prices	512	461	493	489	483	478	473	467	462	457	452	448	444	440	435
Wholesale prices	478	425	460	453	446	441	435	431	429	423	420	414	408	405	401
LABOR FORCE AND EMPLOYMENT															
Civilian labor force (1,000 workers)	1 625.0r	1 588.0	1 603.8	1 572.3	1 583.4	1 598.3	1 602.2	1 632.3	1 646.8	1 657.8	1 632.6	1 647.6	1 656.6	1 638.3	1 632.0
Unemployment	116.0r	101.0	96.7	107.0	112.8	115.5	105.1	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0
Unemployment rate	7.1	6.3	6.0	6.8	7.1	7.2	6.6	6.7	7.8	8.0	7.2	7.2	6.9	6.9	7.2
Employment	1 509.0r	1 487.0	1 507.2	1 465.3	1 470.6	1 482.8	1 497.1	1 522.2	1 518.9	1 525.4	1 514.9	1 529.4	1 542.5	1 524.9	1 514.0
Nonagricultural	1 336.3r	1 362.8	1 361.3	1 339.8	1 339.9	1 348.6	1 358.2	1 362.1	1 366.6	1 369.8	1 363.8	1 370.8	1 378.1	1 377.9	1 378.2
Manufacturing	368.9r	374.6	367.5	373.9	372.9	373.8	375.8	373.7	376.4	375.6	375.7	375.2	375.7	373.8	372.6
Durable goods	180.2r	186.2	181.8	184.4	184.7	185.9	187.0	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5
Lumber and wood products	30.2r	30.4	30.5	30.3	29.8	30.7	30.8	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8
Stone, clay, glass products	10.8	10.7	10.4	10.6	10.9	10.6	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6
Primary metals	44.6	44.5	44.9	44.7	44.9	45.0	45.2	45.1	45.8	45.2	44.7	44.3	43.3	43.2	42.7
Blast furn. and steel works	18.2r	18.3	18.7	18.3	18.5	18.6	18.6	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1
Iron and steel foundries	14.8r	14.5	14.6	14.5	14.5	14.3	14.3	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5
Fabricated metals	26.0r	26.0	25.4	25.9	25.4	25.8	26.2	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1
Machinery (incl. electrical)	33.3r	34.6	32.2	34.0	34.2	34.5	34.6	34.8	35.4	34.9	34.5	34.4	34.6	34.8	34.8
Transportation	20.5r	23.6	21.5	22.6	23.2	23.3	23.7	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3
Other durable goods	16.8r	16.5	16.6	16.3	16.7	16.4	16.2	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2
Nondurable goods	188.7r	188.4	185.7	189.5	188.2	187.9	188.8	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1
Food	27.6r	28.3	27.5	27.6	27.8	27.2	27.7	27.9	28.4	28.7	28.2	28.7	28.6	28.7	28.6
Textile mill products	49.0	44.3	45.2	45.4	45.3	44.9	44.7	44.1	43.7	43.9	43.9	43.7	43.7	43.8	43.7
Apparel	53.7r	52.8	52.5	54.0	52.4	52.6	52.7	52.4	53.2	51.9	53.2	53.1	53.6	52.3	52.5
Paper and allied products	19.9r	20.2	20.0	20.6	20.8	20.4	20.5	20.4	20.7	20.7	20.1	19.6	19.6	19.9	20.1
Printing and publishing	9.9	10.1	9.9	10.1	10.0	10.1	10.2	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9
Chemicals and allied products	15.9r	16.2	15.2	15.6	15.7	15.8	15.8	16.2	16.8	16.8	16.6	16.9	16.4	16.9	16.4
Rubber products	13.8r	14.0	13.5	14.1	14.2	14.3	14.5	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2
Other nondurable goods	2.2	2.7	2.7	2.7	2.6	2.6	2.6	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7
Nonmanufacturing	967.6r	988.3	993.8	965.9	967.0	975.0	982.4	988.4	990.2	994.2	988.1	995.6	1 002.4	1 004.1	1 005.6
Mining and quarrying	14.7r	16.7	16.3	16.4	16.1	16.1	16.7	16.7	16.4	16.8	17.0	17.1	17.0	17.3	17.2
Bituminous coal mining	10.2r	12.4	12.3	12.4	12.0	12.0	12.3	12.3	12.4	12.7	12.5	12.6	12.5	12.7	12.6
Contract construction	78.8r	75.4	78.8	69.7	68.9	72.1	74.3	77.3	78.3	79.4	78.6	78.4	77.6	78.3	75.2
Trans., comm., and utilities	69.8r	71.9	70.9	70.4	70.1	71.0	70.8	72.6	72.7	72.9	72.7	71.8	71.9	72.3	72.6
Trade	266.7r	275.9	280.8	272.7	264.0	271.2	274.7	275.2	275.3	275.6	276.2	277.3	277.7	280.9	285.7
Wholesale	71.4r	73.4	73.8	73.5	73.8	72.7	72.9	73.3	73.9	73.7	73.8	74.5	74.7	74.5	74.3
Retail	195.8r	202.4	207.0	199.6	197.2	198.6	201.8	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4
Finance, insurance, real estate	57.9r	58.2	58.3	57.5	57.3	57.7	57.8	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.2
Service and miscellaneous	193.8r	198.2	194.6	192.7	193.0	195.9	197.8	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2
Government	285.9r	292.0	294.3	289.3	292.2	291.3	290.4	291.2	288.2	291.3	284.1	291.1	297.4	298.8	297.7
Federal	64.0r	63.4	64.0	63.2	63.3	62.5	61.2	62.0	64.4	64.5	64.7	64.0	63.5	63.2	63.3
State and local	221.9r	228.6	230.3	226.1	228.4	228.8	229.2	229.2	223.8	226.6	219.4	227.1	233.9	235.6	234.4

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978	1979											
	1978	1979	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	13,400	26,816	21,337	26,105	23,413	30,434	32,953	28,365	29,456	23,414	26,961	21,359	17,189
Nonagricultural placements	109,979	109,512	4,945	7,165	6,739	8,652	7,958	8,852	13,978	14,318	10,750	9,220	9,716	6,960	5,189
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	26,532	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	28,397	29,851	38,970	43,604
Payments *($1,000)*	107,482	134,185	8,266	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,427	9,535	11,344	10,608	11,310
County data *(civilian labor force and unemployment rate)*															
Autauga	12,754	13,577	13,386	13,205	13,423	13,255	13,339	13,764	13,734	13,860	13,373	13,678	13,688	13,720	13,665
	6.5	6.8	6.2	7.6	8.7	7.1	6.8	7.6	6.9	7.0	5.7	6.1	6.0	6.5	6.2
Baldwin	29,408	30,260	29,739	29,180	29,122	29,735	29,917	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708
	6.0	7.0	5.4	6.0	5.7	6.4	6.5	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8
Barbour	11,180	11,310	11,161	10,759	11,019	11,009	11,281	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108
	7.1	8.7	6.5	7.2	9.3	7.6	7.8	7.4	9.4	9.8	9.9	10.6	8.7	8.6	8.2
Bibb	5,124	5,185	4,882	5,106	5,281	5,268	5,069	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213
	9.4	9.9	8.6	9.4	11.1	11.0	11.4	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3
Blount	13,606	13,584	13,441	12,820	12,973	13,132	13,245	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484
	5.8	6.6	5.6	6.9	6.7	6.6	6.4	6.3	6.9	6.7	6.3	6.2	6.8	6.6	7.0
Bullock	4,254	4,541	4,207	4,176	4,178	4,256	4,295	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571
	7.0	8.5	7.5	8.0	6.9	7.0	7.0	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0
Butler	8,373	8,474	8,478	8,227	8,257	8,363	8,360	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445
	6.2	8.5	4.9	5.4	7.5	7.5	6.9	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8
Calhoun	42,709	43,348	43,575	41,938	42,190	42,753	42,560	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677
	7.3	7.8	6.5	7.5	7.8	8.4	7.2	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8
Chambers	17,603	16,526	17,286	16,558	16,601	16,631	16,474	16,241	16,978	17,587	16,499	16,331	16,152	16,009	16,254
	9.3	9.1	6.2	6.8	7.5	8.5	9.8	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3
Cherokee	9,432	9,708	9,612	9,146	9,150	9,398	9,497	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835
	5.7	5.6	4.3	5.1	5.7	5.5	5.0	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8
Chilton	11,931	12,270	11,803	12,019	12,043	12,234	12,014	12,425	12,430	12,262	12,380	12,545	12,500	12,301	12,092
	7.3	8.4	6.5	9.2	8.4	8.3	8.3	8.2	8.9	9.3	7.4	7.9	7.6	8.2	9.7
Choctaw	5,353	5,295	5,492	5,213	5,224	5,202	5,290	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,265
	7.2	8.1	7.2	7.0	8.2	7.6	7.7	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9
Clarke	9,790	9,923	9,581	9,901	9,858	9,862	9,907	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853
	8.2	8.0	8.0	8.1	7.8	8.0	6.7	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0
Clay	5,674	5,709	5,743	5,647	5,781	5,764	5,759	5,859	5,695	5,748	5,617	5,733	5,876	5,321	5,510
	6.1	10.6	5.7	8.5	10.7	10.7	11.2	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1
Cleburne	4,632	4,980	4,731	4,745	4,824	4,967	4,866	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098
	5.0	6.0	4.3	5.9	6.1	8.2	5.1	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6
Coffee	18,137	19,829	18,859	18,551	18,899	19,291	19,744	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079
	4.9	5.1	4.2	4.7	5.0	5.7	4.5	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9
Colbert	22,115	22,133	22,122	21,654	21,556	21,670	22,025	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383
	7.2	8.3	6.9	7.8	7.4	7.6	7.5	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8
Conecuh	6,584	7,110	6,691	6,721	6,878	6,886	7,007	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925
	5.8	8.1	6.1	6.3	7.0	6.6	6.8	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4
Coosa	4,839	5,205	4,940	5,006	5,158	5,145	5,111	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229
	5.3	6.1	4.8	5.5	5.0	5.7	5.3	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4
Covington	15,357	15,361	15,315	15,040	15,477	15,292	15,115	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086
	5.7	6.3	5.5	5.9	11.0	7.5	6.0	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9
Crenshaw	6,431	6,600	6,140	6,092	6,260	6,383	6,369	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372
	5.4	6.1	5.8	5.8	7.0	5.3	4.8	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1
Cullman	24,681	25,659	24,916	24,322	24,727	25,575	25,518	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578
	6.5	7.7	6.5	7.4	7.5	8.9	6.4	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2
Dale	10,171	10,806	10,248	10,097	10,263	10,252	10,764	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997
	6.7	7.1	5.9	6.1	6.6	6.7	8.5	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8
Dallas	20,769	21,521	20,295	20,766	20,834	20,852	21,171	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497
	8.8	9.3	7.7	9.2	9.0	9.2	9.4	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3
DeKalb	24,498	25,577	24,303	24,084	24,502	25,031	25,248	25,546	25,453	26,397	26,331	26,504	26,452	25,794	25,589
	6.0	6.2	5.6	6.6	6.7	6.7	6.4	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2
Elmore	17,699	18,983	18,488	18,301	18,443	18,570	18,680	19,083	19,429	19,379	19,138	19,232	19,239	19,155	19,150
	4.8	5.5	4.7	5.5	5.8	6.0	5.7	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1
Escambia	14,989	15,639	15,543	15,203	15,371	15,513	15,401	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468
	6.8	8.6	6.9	7.9	8.7	8.9	8.0	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0
Etowah	39,597	41,225	39,682	40,127	40,232	40,437	40,597	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350
	7.0	7.5	6.3	7.9	7.3	7.1	6.8	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9
Fayette	9,638	9,956	9,641	9,443	9,676	9,464	9,664	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799
	6.0	6.4	5.0	5.8	8.0	7.1	5.8	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5
Franklin	11,067	11,408	10,962	10,754	11,202	10,940	11,068	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515
	7.7	8.7	8.0	7.8	10.3	8.3	7.2	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2
Geneva	10,397	11,750	10,437	10,569	11,715	11,182	11,486	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838
	6.2	5.3	4.8	4.8	9.4	5.5	5.0	4.9	5.6	6.7	4.5	4.1	4.5	4.1	4.5
Greene	4,332	4,047	4,160	3,711	4,112	3,947	4,048	4,318	4,139	4,205	4,096	4,181	4,131	3,918	3,768
	10.0	14.2	9.0	13.0	14.3	17.9	16.8	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5
Hale	4,811	4,771	4,727	4,564	4,562	4,658	4,795	4,949	4,801	5,062	4,736	4,900	4,949	4,686	4,587
	10.6	12.4	11.2	13.1	12.0	12.7	13.5	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0
Henry	6,776	6,762	6,820	6,342	6,492	6,581	6,778	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620
	6.9	6.0	6.3	7.2	7.4	7.2	5.7	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0
Houston	38,083	37,502	38,760	35,894	35,919	36,255	36,869	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551
	5.3	5.5	5.1	5.8	6.0	5.7	5.3	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9
Jackson	20,333	20,281	20,291	19,582	19,937	20,011	20,120	20,154	20,312	20,669	20,397	20,690	20,705	20,497	20,283
	6.9	8.1	3.8	7.6	7.8	8.0	8.3	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9
Jefferson	302,793	301,639	303,633	293,913	294,339	298,027	296,882	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380
	5.4	6.1	5.4	5.9	5.9	6.3	5.5	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4
Lamar	7,949	8,192	7,997	8,259	8,304	8,460	8,212	8,097	8,028	8,109	8,083	8,223	8,282	8,146	8,105
	5.5	5.7	4.6	4.2	4.9	7.5	6.9	4.8	5.7	5.4	5.1	5.4	5.2	5.8	7.0
Lauderdale	32,496	34,141	32,815	33,227	33,183	33,221	[illegible]	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166
	5.9	8.4	6.0	7.3	7.3	7.1	6.3	7.3	9.1	9.3	9.0	9.1	9.1	9.6	9.9
Lawrence	12,566	14,083	12,869	13,472	13,846	14,104	14,375	[illegible]	[illegible]	14,741	14,528	14,412	13,972	13,349	12,908
	7.3	8.7	6.6	8.3	8.2	9.9	7.1	[illegible]	[illegible]	[illegible]	9.4	8.4	8.7	9.5	10.8
Lee	31,733	31,500	31,799	31,112	31,014	30,956	31,214	[illegible]	[illegible]	[illegible]	31,292	30,895	32,031	32,133	32,272
	4.0	4.6	3.9	4.7	4.4	4.3	4.2	[illegible]	[illegible]	5.1	5.3	4.8	4.6	4.2	4.7
Limestone	19,819	20,504	19,987	19,699	19,862	19,916	20,096	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910
	6.6	7.6	6.0	7.3	7.8	7.2	6.8	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8
Lowndes	4,376	4,460	4,540	4,004	4,224	4,222	4,339	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806
	7.4	9.0	7.8	9.7	10.2	9.0	7.7	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4
Macon	7,231	7,394	7,089	7,174	7,132	7,193	7,242	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369
	6.4	7.3	7.2	7.8	7.5	7.5	6.5	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0
Madison	86,159	87,078	85,684	83,091	83,518	86,462	85,087	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226
	6.1	7.0	5.6	6.1	6.3	8.6	6.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5
Marengo	8,839	8,721	8,817	8,361	8,427	8,480	8,682	8,784	8,844	8,938	8,643	8,808	8,987	8,895	8,796
	6.8	7.7	6.5	7.1	7.3	7.1	8.7	7.0	8.1	10.0	6.8	7.9	7.5	7.8	7.3
Marion	11,612	12,064	12,053	11,898	11,978	11,967	12,009	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974
	6.6	9.2	8.8	7.6	13.5	9.5	7.7	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3
Marshall	27,349	28,816	28,239	28,111	28,063	28,183	28,309	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093
	7.1	7.4	7.4	8.5	8.0	7.6	6.8	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6
Mobile	149,460	150,035	149,621	145,013	145,295	147,852	147,223	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785
	7.2	8.3	6.7	7.5	7.6	7.9	7.1	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978	1979											
	1978	1979	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data (civilian labor force and unemployment rate)—continued															
Monroe	11,134	10,663	11,228	10,851	10,461	10,441	10,330	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427
	6.8	8.2	6.7	7.6	7.9	7.8	7.0	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6
Montgomery	83,586	86,220	84,298	82,871	83,260	83,608	84,222	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104
	5.5	5.7	5.2	5.4	5.4	5.3	5.1	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4
Morgan	34,984	36,065	35,296	34,947	35,127	35,509	35,514	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027
	6.5	7.3	6.1	7.4	7.1	7.2	6.6	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6
Perry	4,610	4,821	4,542	4,600	4,609	4,608	4,639	4,835	4,808	5,057	4,874	4,929	4,990	5,040	4,873
	8.4	8.2	7.0	7.3	9.2	7.8	6.1	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8
Pickens	8,101	7,953	7,752	7,699	7,811	7,826	7,947	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838
	8.7	8.8	7.7	7.9	9.4	8.1	9.9	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7
Pike	12,457	13,297	11,690	12,121	13,034	13,079	13,193	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757
	5.2	4.8	5.1	5.1	5.3	4.3	4.3	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6
Randolph	8,140	7,624	7,671	7,490	7,621	7,668	7,800	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559
	10.4	10.5	8.4	10.1	13.8	10.9	10.0	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0
Russell	18,407	17,511	18,491	17,123	17,249	17,445	17,231	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559
	7.2	8.0	6.8	7.7	8.1	8.6	7.6	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2
St. Clair	15,399	16,796	16,737	16,451	16,402	16,551	16,608	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259
	4.9	5.9	4.9	6.1	5.7	5.8	5.7	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9
Shelby	22,682	26,533	24,645	26,229	25,930	26,064	26,209	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969
	6.5	5.8	6.6	6.9	5.7	5.5	5.6	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8
Sumter	6,571	6,635	6,525	6,631	6,572	6,628	6,581	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452
	5.9	6.9	5.3	5.8	6.7	5.9	6.2	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6
Talladega	26,864	28,162	27,550	27,416	27,655	27,910	28,098	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277
	8.3	10.4	9.4	9.0	9.4	9.7	10.0	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3
Tallapoosa	16,081	15,638	16,136	15,465	15,419	15,581	15,427	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786
	5.5	6.3	5.7	5.9	6.1	6.2	6.5	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2
Tuscaloosa	51,592	51,589	51,252	50,887	51,454	51,505	52,276	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123
	6.9	6.1	5.8	6.7	6.9	6.5	5.9	6.3	6.4	6.1	5.3	5.7	5.2	5.4	5.9
Walker	28,938	31,188	30,768	30,656	31,059	30,702	30,876	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744
	6.8	8.4	5.9	8.9	10.0	8.3	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6
Washington	5,654	6,138	5,402	5,901	5,864	5,849	5,933	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249
	10.1	9.8	9.7	10.3	10.9	12.5	9.9	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6
Wilcox	4,861	4,979	4,989	4,716	4,887	4,848	4,904	5,022	5,039	5,266	4,965	5,055	5,104	5,032	4,905
	7.1	9.6	6.9	9.7	10.6	9.3	8.8	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7
Winston	7,432	7,746	7,332	7,425	7,623	7,618	7,668	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846
	8.9	11.4	9.0	9.8	12.4	12.1	9.2	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5
TRADE															
Foreign (through Port of Mobile)															
Imports															
Value ($1,000)	1,049,905		33,938	49,055	39,032	44,665	43,823	64,518	50,712	62,229	64,604	36,786	66,865		
Shipping weight (1,000,000 lbs.)	35,633		671	1,007	1,210	988	1,787	1,789	1,476	2,290	2,066	1,430	1,771		
Exports															
Value ($1,000)	913,311		69,267	63,685	67,597	93,164	46,158	53,631	65,434	55,543	73,641	36,998	100,924		
Shipping weight (1,000,000 lbs.)	10,454		522	498	696	873	522	442	538	555	614	234	850		
Shipments by water, Port of Mobile[*] (1,000 tons)	34,783	37,953	2,800	2,374	2,519	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874
Domestic															
Electric energy consumption, non-industrial purposes (1,000,000 kwh)	22,495	21,905	1,672	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802
Gasoline sales[*] (1,000 gallons)	2,163,414	2,074,362	182,386	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987
New passenger car registrations[10] (number)	176,113	161,661	14,860	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	10,340	14,362	11,008	12,547
Retail sales by kind of business, state totals[11] ($1,000,000)															
Food	2,708		248	223	223	249	239	250	275	251	259	257	253	255	268
General stores with food and gas	188		17	15	15	18	18	19	21	20	21	20	21	20	21
General merchandise	1,778		269	118	120	147	155	156	149	140	157	146	158	198	282
Apparel	423		62	32	28	37	39	36	35	33	39	35	38	41	62
Furniture, furnishings, etc.	461		48	38	36	42	39	43	43	43	45	41	45	46	51
Automotive	2,708		200	205	210	257	235	245	221	221	251	203	236	203	199
Gasoline service stations	859		76	72	66	78	77	83	88	85	97	92	99	92	93
Lumber and building materials	850		66	58	55	74	72	80	80	77	82	76	90	82	69
Hardware and farm implements	423		32	28	28	37	39	39	37	32	38	34	42	34	32
Eating places	809		71	64	64	77	74	77	77	77	81	74	77	74	77
Drug stores	362		38	34	32	33	32	34	33	32	33	32	35	34	42
All other retail	1,968		189	150	149	179	183	199	180	162	183	167	195	181	206
Total sales by retail concerns	13,537		1,317	1,037	1,025	1,229	1,203	1,262	1,237	1,173	1,284	1,176	1,289	1,260	1,402
Nonretail and unclassified concerns	4,573		379	333	319	372	362	389	375	368	404	374	409	386	421
Total all sales at retail	18,110		1,696	1,372	1,344	1,601	1,565	1,651	1,612	1,542	1,688	1,550	1,698	1,645	1,823
Retail sales, Standard Metropolitan Statistical Areas and counties[11] ($1,000)															
SMSAs															
Anniston	378,338		33,338	26,369	26,027	32,827	32,068	34,020	33,484	31,429	35,237	30,738	32,484	31,718	38,041
Birmingham	4,856,558		479,896	395,280	386,826	448,897	441,540	456,573	456,030	435,929	476,846	443,597	480,577	455,149	520,557
Florence	462,969		45,531	36,305	34,924	42,023	41,793	44,377	41,612	39,697	44,649	42,024	44,828	42,623	45,094
Gadsden	371,328		34,362	29,038	28,434	34,996	33,200	35,878	33,952	32,730	36,530	33,283	35,215	33,293	34,685
Huntsville	1,110,227		100,435	83,502	83,079	102,055	96,067	105,898	98,983	96,780	104,024	95,160	103,220	98,839	102,849
Mobile	1,757,700		156,537	135,803	130,233	157,816	152,365	157,035	154,338	146,178	157,176	134,070	178,578	170,357	183,053
Montgomery	1,196,843		100,898	87,495	88,835	103,370	98,766	104,898	101,313	99,275	107,422	97,080	102,178	100,281	104,750
Tuscaloosa	474,953		43,587	35,694	35,994	41,948	40,937	43,349	42,327	40,376	44,428	42,182	45,653	43,324	45,424
Counties															
Autauga	85,288		6,478	6,575	7,334	7,831	8,317	8,072	7,826	7,743	7,986	7,347	7,879	7,237	7,426
Baldwin	273,318		21,340	19,605	19,890	25,571	25,073	27,454	28,076	24,455	25,888	21,358	27,633	25,764	26,807
Barbour	56,554		5,508	4,117	4,311	5,251	5,537	5,165	5,208	4,643	5,072	4,662	5,202	5,027	5,516
Bibb	27,255		2,401	1,987	1,889	2,296	2,271	2,422	2,593	2,264	2,705	2,435	2,737	2,525	2,582
Blount	76,382		6,730	5,576	5,451	7,105	6,616	7,463	8,233	7,455	7,528	7,015	7,460	6,254	6,579
Bullock	24,934		2,286	2,345	2,027	2,326	2,012	2,258	2,407	2,339	2,356	2,435	2,301	2,396	2,372
Butler	59,353		5,651	4,860	4,410	5,486	5,161	5,588	5,570	5,030	5,527	4,943	5,768	5,297	5,986
Calhoun	378,338		33,338	26,369	26,027	32,827	32,068	34,020	33,484	31,429	35,237	30,738	32,484	31,718	38,041
Chambers	68,953		6,273	6,011	5,409	6,786	6,634	7,017	7,300	7,150	7,707	6,942	7,579	7,085	6,966
Cherokee	46,189		4,154	3,445	3,265	4,556	4,499	4,838	4,654	3,838	4,212	4,003	4,887	3,855	4,152
Chilton	72,620		6,570	5,644	5,691	6,996	6,450	7,326	7,054	6,519	7,007	6,432	6,727	6,237	6,825
Choctaw	37,245		3,424	3,054	2,985	3,515	3,500	3,573	3,655	3,380	3,806	3,424	3,871	3,722	4,164
Clarke	88,097		8,328	6,764	6,411	7,694	7,888	8,033	8,183	7,641	8,298	7,706	8,761	8,104	8,963
Clay	25,512		2,428	2,037	1,915	2,261	2,178	2,161	2,232	2,114	2,115	2,162	2,307	2,241	2,310
Cleburne	18,897		1,523	1,360	1,495	1,784	1,686	1,755	1,803	1,572	1,718	1,491	1,805	1,584	1,642
Coffee	127,746		12,085	10,497	10,621	12,917	12,868	12,835	11,728	11,878	12,925	11,861	12,783	11,295	10,881

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1978	1979											
	1978	1979	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	220 100		20 877	18 636	18 214	20 685	20 761	22 551	21 032	20 068	23 099	21 519	22 741	20 276	18 895
Conecuh	38 525		3 144	2 822	2 619	3 421	2 951	3 150	2 922	2 856	3 070	3 028	3 304	3 082	3 037
Coosa	14 895		1 323	1 141	1 122	1 349	1 281	1 437	1 377	1 344	1 531	1 306	1 432	1 402	1 685
Covington	125 895		10 626	9 474	9 516	11 410	11 733	11 560	11 373	10 742	11 832	10 558	11 796	10 403	10 676
Crenshaw	31 640		2 543	2 326	2 298	3 047	2 731	3 278	2 855	2 864	2 921	2 571	2 837	2 773	2 626
Cullman	215 399		18 548	16 754	16 675	20 992	20 571	22 919	22 446	20 515	22 536	20 816	22 489	21 516	21 680
Dale	75 869		6 731	6 030	5 843	7 166	6 879	7 205	7 167	6 522	7 561	6 699	7 253	6 929	7 342
Dallas	194 607		18 128	15 298	14 983	18 843	17 688	19 177	18 787	16 540	19 088	16 795	18 275	17 157	18 830
DeKalb	147 697		13 036	11 174	10 625	13 508	12 936	14 266	13 304	13 293	14 093	13 020	13 890	12 690	13 284
Elmore	77 805		6 819	5 877	6 277	7 204	6 932	7 403	7 568	6 866	7 770	6 879	7 063	6 999	7 083
Escambia	142 384		13 028	10 622	10 468	12 570	11 881	12 655	12 695	11 513	13 271	11 771	14 591	12 862	13 129
Etowah	371 328		34 362	29 038	28 434	34 996	33 200	35 878	33 952	32 730	36 530	33 283	35 215	33 293	34 685
Fayette	89 529		8 662	6 454	6 393	7 994	7 978	9 067	8 464	8 011	9 362	8 403	8 361	8 171	8 777
Franklin	91 365		7 354	6 251	6 155	7 789	7 263	8 730	7 837	7 137	7 814	7 236	7 940	7 186	7 533
Geneva	99 129		8 778	7 685	7 905	9 231	9 138	9 746	9 184	8 757	9 219	9 189	9 364	8 994	9 320
Greene	19 818		1 626	1 230	1 348	1 769	1 590	1 968	1 847	1 660	1 717	1 527	1 884	1 628	1 669
Hale	30 557		2 793	2 346	2 329	2 762	2 771	2 949	3 010	2 526	2 793	2 726	2 906	2 938	3 107
Henry	43 841		4 092	3 515	3 257	4 244	4 186	4 149	4 026	3 457	3 889	3 918	3 811	3 635	3 174
Houston	429 803		36 471	30 745	30 319	37 857	35 513	37 916	36 617	35 833	39 447	34 728	36 838	35 138	38 532
Jackson	147 746		12 778	10 712	10 599	13 932	13 917	14 168	13 740	13 007	13 831	12 778	14 322	12 417	13 221
Jefferson	4 307 024		433 174	352 353	344 761	397 227	391 455	403 354	403 100	386 894	423 474	394 943	427 515	407 567	469 321
Lamar	30 047		2 854	2 358	2 269	2 878	2 878	3 173	2 903	2 652	2 828	2 750	2 906	2 750	2 993
Lauderdale	242 869		24 654	17 669	16 710	21 338	21 032	21 825	20 580	19 629	21 550	20 509	22 087	22 347	26 199
Lawrence	53 251		4 874	3 898	3 856	5 152	5 173	5 714	5 267	4 542	4 831	4 643	5 127	4 661	5 333
Lee	251 615		22 468	20 587	19 382	22 572	22 985	23 199	22 723	21 019	23 670	22 436	24 665	24 734	23 981
Limestone	128 949		11 174	9 294	9 088	11 842	11 945	13 112	12 081	11 271	11 645	11 682	12 253	11 300	12 242
Lowndes	21 844		2 034	1 717	1 660	1 971	1 924	2 097	2 153	1 875	1 991	1 855	2 028	2 046	1 960
Macon	43 409		3 552	3 464	3 253	3 989	3 769	3 922	4 068	3 771	4 248	3 621	4 050	3 880	3 758
Madi[illegible]	712 693		64 682	53 227	53 326	64 950	60 749	67 125	61 699	61 107	67 028	59 964	65 761	63 934	66 537
Mareng[illegible]	72 357		6 501	5 471	5 553	6 797	6 053	7 262	6 835	6 549	7 222	6 121	7 206	6 499	7 106
Marion	65 426		5 939	5 015	4 963	6 311	5 879	6 370	5 897	5 693	6 194	6 015	6 321	5 703	6 091
Marshall	268 585		24 579	20 981	20 665	25 263	23 373	25 661	25 203	24 402	25 351	23 509	25 206	23 605	24 570
Mobile	1 484 382		135 197	116 198	110 343	132 245	127 292	129 581	126 262	121 723	131 288	112 712	150 945	144 593	156 246
Monroe	156 798		8 847	8 167	8 587	10 418.	9 048	9 295	7 882	6 803	8 312	7 807	8 369	7 275	7 023
Montgomery	1 033 750		87 601	75 043	75 224	88 335	83 517	89 423	85 919	85 166	91 666	82 854	87 236	86 045	90 241
Morgan	464 592		36 708	33 226	30 927	34 781	35 014	37 295	38 997	36 011	39 935	36 176	39 989	35 313	38 036
Perry	28 053		2 643	2 215	2 077	2 682	2 633	2 545	2 614	2 542	2 753	2 548	2 742	2 672	2 590
Pickens	47 704		4 310	3 294	3 647	4 306	4 024	4 811	4 933	4 080	4 419	3 927	4 512	4 332	4 186
Pike	89 389		7 887	6 740	6 217	8 020	8 249	8 629	8.012	7 117	8 138	7 364	8 471	7 420	7 285
Randolph	51 960		5 015	4 330	3 947	4 632	4 014	4 352	4 480	3 746	4 007	4 082	4 314	4 210	4 436
Russell	83 268		7 091	6 411	6 103	7 335	7 099	7 699	7 561	7 056	7 502	6 919	7 459	6 918	7 078
St. Clair	94 879		7 684	7 366	7 278	9 406	9 153	10 049	10 050	9 497	10 346	9 580	9 267	8 530	8 174
Shelby	231 350		19 440	17 781	17 023	20 692	20 468	21 976	22 742	20 316	21 816	20 211	23 139	19 351	21 381
Sumter	30 578		2 895	2 460	2 224	2 821	2 606	2 800	3 000	2 802	2 959	2 826	3 048	2 852	3 085
Talladega	184 561		17 468	14 843	14 286	17 676	16 508	16 967	17 228	16 585	17 834	16 328	17 296	16 234	17 317
Tallapoosa	116 459		10 255	8 352	8 199	10 337	9 508	10 218	10 520	9 728	10 537	9 656	10 222	10 219	11 223
Tuscaloosa	474 953		43 587	35 694	35 994	41 948	40 937	43 349	42 327	40 376	44 428	42 182	45 653	43 424	45 424
Walker	223 305		19 598	17 780	17 764	21 572	19 964	21 194	20 138	19 222	21 210	18 863	20 856	19 901	21 681
Washington	23 013		2 196	1 898	1 971	2 113	2 145	2 410	2 222	1 976	2 309	2 354	2 740	2 617	2 344
Wilcox	29 989		2 522	2 225	2 308	2 581	2 591	2 839	2 921	2 485	2 690	2 558	2 720	2 772	2 683
Winston	79 900		5 490	4 253	4 353	5 438	5 153	5 848	5 214	4 975	5 340	5 034	5 198	4 761	4 368
Statewide[11]	2 908 331		302 481	199 519	195 522	227 271	232 767	247 020	236 688	234 738	258 746	243 929	252 467	275 560	337 782
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000):															
Total	10 003		465	794	1 122	351	793	840	1 195	415	1 247	6 887	467	258	1 146
Residential	5 366		273	186	268	412	84	378	238	220	363	2 972	110	35	50
Nonresidential	3 482		110	514	757	26	554	317	866	109	734	3 848	242	78	991
Birmingham															
Building permits ($1,000):															
Total	115 704		6 588	14 589	4 011	13 347	7 635	15 801	10 367	12 367	10 880	15 068	9 276	11 453	3 742
Residential	30 517		1 274	1 206	899	4 142	3 534	2 044	1 964	2 117	2 620	9 342	895	8 661	683
Nonresidential	38 577		1 468	3 426	860	1 907	1 157	3 186	839	3 692	4 368	1 018	2 279	1 369	2 259
Decatur															
Building permits ($1,000):															
Total	49 063		2 782	1 020	1 093	1 706	4 692	5 213	5 397	5 103	5 524	[illegible]	5 569	4 160	3 478
Residential	14 710		820	689	796	1 003	1 158	1 472	1 366	1 269	1 438	[illegible]	1 388	1 077	768
Nonresidential	32 950		1 880	245	211	691	3 386	3 574	3 860	3 961	3 809	1 874	4 069	2 950	2 014
Dothan															
Building permits ($1,000):															
Total	17 371		1 869	3 086	1 797	3 642	2 363	1 497	2 423	2 190	1 332	2 846	2 864	1 470	416
Residential	7 434		584	810	1 058	1 152	1 400	979	1 766	497	436	[illegible]	870	1 779	228
Nonresidential	7 194		1 100	7 031	530	2 263	696	203	808	1 408	118	2 008	[illegible]	1 260	94
Gadsden															
Building permits ($1,000):															
Total	16 498		282	699	1 406	651	2 064	1 091	1 105	1 027	1 158	760	997	1 649	284
Residential	5 904		36	188	122	190	1 515	564	559	445	548	242	560	633	100
Nonresidential	8 588		18	359	1 063	174	233	294	298	335	364	290	187	870	11
Huntsville															
Building permits ($1,000):															
Total	60 331		5 590	4 061	2 818	7 584	3 812	3 380	5 765	6 542	1 786	3 878	3 358	4 022	1 646
Residential	29 097		996	553	620	2 531	1 061	1 764	1 842	1 164	1 178	2 757	1 492	679	352
Nonresidential	25 497		4 089	2 416	1 593	4 398	1 739	1 224	3 545	4 873	608	602	1 188	2 734	821
Mobile															
Building permits ($1,000):															
Total	78 754		4 655	8 973	4 004	4 697	4 594	13 378	10 520	5 352	8 960	[illegible] 280	10 475	5 341	5 898
Residential	25 381		2 340	1 088	883	1 304	1 382	5 386	4 470	832	5 207	876	1 721	660	622
Nonresidential	41 272		1 612	7 318	2 256	2 334	2 082	6 522	4 864	3 532	2 247	525	1 549	724	2 893
Montgomery															
Building permits ($1,000):															
Total	88 523		3 643	6 544	9 011	8 686	6 324	11 112	14 798	5 020	8 714	4 825	2 836	5 327	1 700
Residential	42 252		2 813	1 898	3 049	5 498	4 981	5 844	10 046	2 293	5 862	2 455	1 340	1 490	578
Nonresidential	36 716		216	5 964	5 451	2 344	596	4 379	3 856	1 808	1 904	1 539	501	3 004	46

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual 1978	Annual 1979	1978 Dec	1979 Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES—CONTINUED															
Quad-Cities[13]															
Building permits ($1,000)															
Total	34,412		1,148	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779
Residential	16,330		739	530	930	2,379	2,267	1,787	1,216	871	1,463	1,051	2,672	836	250
Nonresidential	15,011		250	74	595	86	820	700	658	755	278	128	329	94	1,450
Selma															
Building permits ($1,000)															
Total	6,474		289	561	402	995	450	426	538	650	703	576	552	198	989
Residential	1,765		202	450	264	351	159	274	234	429	270	212	160	62	503
Nonresidential	3,296			43		463	101	48	92	59	160	262	200		435
Tuscaloosa															
Building permits ($1,000)															
Total	29,257		1,006	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147	3,744	677	762
Residential	16,549		441	813	1,097	1,565	791	1,453	2,221	793	1,046	699	1,314	442	388
Nonresidential	8,916		380	139	492	708	192	422	103	5,485	4,112	2,025	2,050	10	84

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to a March 1979 benchmark.

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Notes

Pardon Our Blunder. The February "Alabama Business at a Glance" had a major graphing error. An incorrect number was fed into the computer. Since the number was below the scale base, the computer shifted the scale upward, resulting in incorrect drawings for all items within the category "Labor Force and Employment." New failsafe procedures have been instituted to insure that such an error does not occur again.

* * * * *

Revised Labor Force Figures. At the end of each year, the Alabama Department of Industrial Relations adjusts its labor market data to a new benchmark. This month's issue of *Alabama Business* features the adjusted 1979 statistics for the state as a whole as well as for individual counties.

* * * * *

Retail Trade. During the past three months, an intensive effort has been made to improve the reliability of the retail trade data published each month in "General Business Indicators for Alabama."

The published retail trada data are a product of a computer based estimation procedure using raw data provided by the Alabama Department of Revenue. The input data consist of approximately 58,000 records, each containing 26 data entries, two for each of the past 13 months. Thirteen of the data entries on each record are used to create the retail trade series we publish. The published totals represent the combined dollar amounts for each month as shown on the records for each county. All figures for individual counties are rounded into thousands of dollars; those for the state are further rounded to millions of dollars.

Improvements in the estimation program now allow us to detect more easily—and more quickly than in the past—any possible errors, to obtain easily checked computer printouts of the data for possible problem areas, and to use a more streamlined procedure for correcting actual errors.

The Alabama Department of Revenue has provided the Center for Business and Economic Research with basic retail trade data and assistance in processing these data for more than 30 years. We are deeply appreciative of their cooperative efforts, both now and in the past. Their contributions are greatly responsible for making the Alabama retail trade series one of the best in the nation.

alabama business

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The Economy in Perspective:

The Contribution of Exports to Alabama's Economy

The export of products from Alabama farms, factories, and mines is a major source of economic strength and growth for the state. Export activity creates additional jobs and higher incomes for Alabama citizens by exposing their produce to the additional demand of foreign markets. Additionally, the economic impact of exporting activity is magnified by the operation of the Alabama State Docks and other port facilities at Mobile. As exports from Alabama and other states move through these facilities, additional jobs and incomes are created in the transportation and service industry sectors of the Alabama economy.

Based on 1976 data from the U.S. Department of Commerce's "Survey of Domestic Transportation of U.S. Foreign Trade," a total of 44,062 Alabama workers are employed in the production of goods for export. This total consists of the following: 12,800 employed in final manufacture of goods for export; 21,100 employed in production of input requirements to support exports; 1,570 employed in mining of products (mostly coal) for export; and 8,562 employed in production of farm products for exports. In addition, various studies have indicated that 6,000 to 8,000 persons are employed in transportation and service industry activities related to exports and operation of the port facilities at Mobile.

Coal. The coal industry is a major source of exports produced in Alabama. At present, approximately 12% of the coal mined in Alabama is exported. Almost 100% of this coal is shipped via the Alabama State Docks facilities at Mobile. Barge shipments along Alabama's inland waterways are an essential part of the coal export traffic. With the completion of the Tennessee-Tombigbee Waterway, a rapidly growing volume of Alabama coal—as well as coal from Tennessee, Kentucky, and West Virginia—is expected to be exported through Mobile. The U.S. Army Corps of Engineers, in a recent study of Mobile Harbor, estimated that 10.8 million tons of coal would be exported annually via Mobile by 1986. That estimate is approximately three times the current level. All of this export traffic will create new jobs and additional incomes in Alabama.

Agricultural Products. Agricultural exports are another important part of Alabama's foreign trade activity. In 1977, approximately $330 million of agricultural products produced in Alabama were exported. The leading Alabama export was soybeans. The U.S. Department of Commerce estimated the 1977 value of Alabama soybean exports at $100 million. This estimate represents almost half of the 1977 Alabama production of 34 million bushels, which sold at an average price of $5.95 per bushel. Production and export of soybeans have been growing rapidly in Alabama during the past decade. From 1972 to 1977, soybean exports grew by 377% on a value basis. In terms of value of total agricultural exports, Alabama ranks 22nd in the nation. In addition to Alabama farm products, agricultural exports from many other states are transported through the Alabama State Docks, creating a positive impact on the Alabama economy.

Manufactured Products. According to the most recent federal data (1976), manufactured exports produced in Alabama were valued at $832 million annually. This was 4.5% of the total value of production in the manufacturing sector. By value, chemical products and food products accounted for the largest portions of manufactured exports in 1976, and preliminary indicators suggest that those sectors still lead. The primary metal industry and the paper products industry are also important sources of manufactured exports from Alabama. In 1976, the four industries—chemicals, food products, primary metals, and paper—accounted for half of the value of Alabama manufactured exports.

During the past decade, the paper industry and the related wood products industry have been significant growth sectors for the Alabama economy. These industries have also been major sources of export growth. From 1972 to 1976, the value of Alabama paper products exports grew by 438%, leading the growth of all manufactured exports.

According to estimates based on U.S. Census Bureau data, approximately 35% of Alabama manufactured exports depend on the Alabama State Docks for warehousing and transfer facilities. A recent study at The University of Alabama estimated that 12,500 manufacturing sector jobs were directly related to exports shipped via the Alabama State Docks. It is expected that the growth of exports from Alabama during the 1980s will increasingly rely on the availability of adequate facilities at the State Docks.

All current forecasts indicate that export trade will become an increasingly important sector of the U.S. economy during the next ten years. This will continue a strong trend begun during the 1970s. As traditional sources of economic growth are expected to become less significant than in the past, export demand will become a major basis for the continuing growth of the U.S. economy. In Alabama, as in the rest of the nation, businesses will have to become involved in international trade in order to prosper.

—**Ronald Bird**

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Foreign Investment in U.S. Real Estate

by

Mary Alice Hines*

Since 1977, foreign investment in U.S. real estate has tremendously accelerated, creating a vital effect on real estate markets. With the massive inflow of new capital from abroad, pre-1977 federal and state, public and private research of "reverse investment" has quickly become outdated. Because investment monies have traditionally emanated from the United States and moved abroad, the monies coming into this country from abroad are considered by some to be "reverse investment." In fact, in dollar terms, U.S. investment abroad today still dwarfs foreign investment in various U.S. assets.

The Setting for Foreign Investment

U.S. dollars and gold flowing out of the United States in recent years for international monetary transactions and trade purposes are now returning to some extent. Much of this outflow has been due to foreign oil purchases, and a small portion of that oil money is flowing back. In addition, U.S. dollars held by West Europeans, South Americans, Central Americans, Canadians, and Japanese are, to some extent, coming back into the United States for real estate and other asset purchases.

Three of the chief motivations for foreign investment in U.S. assets, including real estate, are the continued devaluation of the U.S. dollar, the stability of the U.S. political climate, and our distance from recognized socialistic and communistic countries.

Devaluation of the U.S. Dollar. As the dollar continues to decline in value, U.S. assets become cheaper for the foreigner to purchase. Of course, the rate of inflation in the United States is less than that in most foreign countries; but continued inflation still means continued devaluation of the U.S. dollar. In light of our relatively low rate of inflation in international terms, the American dollar is still more stable in value than are the majority of foreign currencies.

Political Climate. Even though elements of socialism are well-entrenched in our form of government, the American political structure permits a high level of private capitalism. Government ownership and controls are important factors in our political structure, but private enterprise remains a potent and powerful economic force. Foreign institutions, business entities, and individuals in more socialistic countries thus tend to invest major sums of money in the United States, where far less government restraint prevails. For example, British investment at home is hamstrung by government nationalized industry and comprehensive programs of a socialistic nature. The recent change in Great Britain to a more conservative political posture may give the business sector of the United Kingdom more leeway for generation of business profits and advantageous investments.

The American two-party political system promotes a check-and-balance system which tends to put a boundary on political instability. Our neighbors in Canada have recently had a political upheaval due to conflict between predominantly French-speaking provinces and predominantly English-speaking provinces. This conflict has affected the economic condition of Canada, including the location and dislocation of Canadian and U.S. companies in Canadian provinces. In addition, Caribbean, South American, and Central American economies have been decimated by extreme inflation, the presence of socialistic and communistic influences, nationalization of industry, and dictatorial regimes. Political instability of a greater magnitude than that of the United States thus exists both to the north and south of our country in the Western Hemisphere. And investment funds tend to flee from more unstable economies to those exhibiting greater political and economic stability.

Geographical Position. Looking toward the rest of the world, we find evidence of increased socialism and political inroads being made by communistic forces in Western Europe, greater racial unrest in Africa (particularly South Africa), and greater military threat to Eastern Europe, the Middle East, and the Far East from the U.S.S.R. and its satellite countries. The presence of military forces on maneuver in the lands of Russian domination provides a constant threat to investment in the free world bordering on the U.S.S.R. and its satellite nations.

Those investors who live in constant threat of military occupation, government expropriation of private assets, increased socialistic and communistic government, and restrictions on private investment may wish to move their funds into safer political and economic surroundings. For example, West Germans, Mexicans, Venezuelans, Guatemalans, and Nicaraguans have increasingly felt the proximity of political threat to the security of their investments and have placed money abroad. The presence of military regimes in Central and South America have promoted these feelings of investment insecurity. Many of these wealthy individuals and companies look to the United States as a haven of security for their accumulated savings. Portfolio diversification may be derived from partial investment of their funds in the United States and partial investment in other developed countries of the world.

Types of Investments in U.S. Real Estate

Homes for Future Exile. In the event that wealthy foreign individuals or families must flee their native land due to nationalization of property and / or the overthrow of the existing government by communist or socialist parties, they may wish to have a home waiting in the United States for their forced exile. Many wealthy foreign investors thus plan ahead for their families and their investment holdings by buying real property interests in countries such as the United States to protect their holdings against possible takeover. They wish to place their wealth where the new government forces cannot reach it for actual confiscation or confiscatory taxation. Therefore, the foreign party may buy a traditional detached house or condominium unit plus other real estate in a haven for expatriots for future exigencies. For example, many South

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and Central Americans own condominium units and other real estate in Florida for this purpose.

Buildings and Land for Company Operation. Some foreign investors buy interests in existing U.S. companies located in various places in this country. They may buy out the total company or buy only a partial interest in the total equity. As part of the investment in the retail, wholesale, or industrial enterprise, the foreign party may also purchase U.S. land and buildings. Some foreign-based multinational companies establish new branches and divisional offices and plants by buying property and building their own facilities and labor force. The labor force for the foreign-owned company is usually American with only a few representatives of the foreign holding company in key top management positions. In fact, the office and plant may be totally staffed with U.S. citizens, with the holding company representatives occasionally checking the operation from their foreign base of operations.

Expansion of the Market Worldwide

U.S.-based multinational companies locate abroad when they desire to expand their markets on an international basis. Billions of U.S. dollars, for example, have gone into auto production, the production of soap and cosmetic products, telephone receiver production, oil drilling and refining, and retail and wholesale distribution outlets in foreign countries. Usually, foreign nationals are the principal employees of these overseas plants and distribution centers. Additionally, monies may be raised abroad for investment in these plants and distribution centers as well as in production and distribution systems.

Today, foreign-based multinational holding companies find the United States itself an increasingly enticing market. They are attracted by the affluent market among its 220 million residents, the single language spoken, the single monetary system, the general similarity of the laws of the individual states regarding business entities and operations, and the scarcity of government-owned or government-supported business monopolies. Moreover, the U.S. government promotes commerce among the 50 states; there are no restrictive tariffs or duties between the individual states. The wide market of the United States, for example, contrasts sharply with the restricted market between the various small countries of Western Europe. Language, currency, legal, political, and cultural differences restrain free trade between the various countries that make up the European Common Market.

Use of Patented or Licensed Processes or Formulas

Foreign companies holding patented or licensed processes or formulas can increase their sales and profits by establishing company branches and franchised or licensed outlets abroad. The expansion of business often results in the purchase of real estate in the United States. Cement companies, ice cream manufacturers, chemical companies, phosphate-fertilizer plants, fabricated metal plants, electronics firms, and pharmaceutical companies are examples of types of businesses which have come to the United States from abroad to increase the use of their special processes and formulas. They buy existing companies or plants, or they establish new companies and build new facilities on newly acquired land.

End Processing Close to the Final Market

Some of the foreign investment in U.S. real estate comes from the desire to finish the production process close to the manufactured product's final market. For example, Volkswagen has established a new plant in Pennsylvania for assembly of the VW automobile close to the ultimate consumer. The Fiat auto company has also purchased part of American Motors Corporation so that it can assemble parts of Fiat automobiles close to the American market. Foreign-owned aluminum plants are also processors in the final stage of their product, and so is the Grand Union company of Great Britain, whose bakery products are examples of final stage products.

Property Preferences of Foreign Investors

According to available research, foreign investors in U.S. real estate come principally from Canada, the United Kingdom, Germany, Mexico, Venezuela, the Netherlands, Switzerland, and Japan: Other countries well-represented are Kuwait, Belgium, France, Brazil, Colombia, Nicaragua, Honduras, Panama, and Ecuador. There have also recently been real property interests purchased by foreign nationals from Argentina, Italy, Denmark, Iran, and Spain.

Their preferences for U.S. real estate tend to center around apartment developments, shopping centers, and office buildings. Some of the Canadian, Swiss, and French investors have preferred apartment developments; some of the Japanese investors have preferred office buildings and hotels; and most of the foreign investors have looked favorably on prime shopping centers.

Shopping Centers. The primary investment attraction of the U.S. shopping center is its storeroom lease provisions, which permit the investor a yield from a percentage of the gross receipts of each shopping center storeroom. As the sales receipts of each storeroom go up with the rate of inflation in consumer goods and services' prices, the investor realizes an inflation hedge to the investment in the shopping center. The storeroom leases are lengthy (5 to 15 years), and the net leases call for tenant payment of property taxes, insurance premiums, maintenance and repair expenses, and common area maintenance expense assigned or associated with the storeroom occupancy. The escalator clauses in the net leases usually state that the tenant will also pay any increased obligations for these operating expenses. Many shopping centers in suburban areas have thus proven to be very profitable for their investors. When the same investors have purchased additional land surrounding the planned center, the profits on the sale or lease of this auxiliary land have also been substantial.

Apartment Projects. The foreign national who invests in a U.S. apartment project always has a home to come to in the United States. An apartment may also be available while the investor occasionally checks his or her U.S. investments by means of a short visit to the United States. Apartment lease terms are usually short, often one year in length. The rents can be raised at the end of the lease period, or the original tenant may be replaced with another tenant who pays the rent on time. Apartment leases usually require that the tenant pays all utility bills for the unit. The investor or owner may have financial responsibility for only a minimal amount of project operating expense.

With the demand for rental apartment space exceeding the amount of such space available in many areas, a good market has arisen for the conversion of rental buildings into condominium buildings. Huge profits have been pocketed by investors for the conversion of rental buildings into condominium buildings in Chicago, New York, and Washington, D.C.

While American investors have been attracted to new apartment project development by the possibilities of the maximum accelerated depreciation for tax purposes, the foreign investors may be tax free for U.S. investment purposes or plan to hold the investment for the long term. Many long-term investors in real estate do not seek accelerated depreciation as an extra tax shield. The foreign investor may not be able to use a U.S.-formulated depreciation deduction for the taxation at home to which the investment profits of the foreign investor are subject.

Some foreign delegations to the United Nations have acquired real property interests in Manhattan near the U.N. Building for residential and office space. A U.N. mission may wish to house its offices and apartments in a building which the foreign country owns. The foreign investor may then benefit from the rise in value of the building due to inflation in the United States. For example, according to the October 29, 1979 issue of the *Atlanta Journal*, the Libyan government is investing $13 million of its oil profits in a new 23-story skyscraper covering a quarter-acre to house its U.N. mission in Manhattan. In like manner, foreign countries own embassy property in Washington, D.C.

Office Buildings. Many foreign governments, central banks, airlines, and business firms maintain branch offices in the United States. Therefore, office buildings in the United States may be purchased or developed so that the necessary space is acquired for these branch offices plus other offices for outsiders whose rents will meet the debt service and profit of the building investor.

Office-building investment in the United States has become profitable since the glut in office space of 1973-74 has been absorbed in the prosperous business era of the latter 1970s. A strong office-space demand developed in 1978 and 1979 since business was prospering. Office expansion was necessary, and office building occupancy rates became very high in many areas of the country. These conditions appeal to the foreign investor who wishes to diversify, on a profitable basis, in office-building ownership around the world.

The relatively short-term net leases of new office buildings also attract the investor. As the 5- to 10-year leases come to an end, the owner may negotiate with the tenant for a rental increase for the next short-lease period. U.S. cost-of-living indices may be built into the office building lease so that the lease payment may change at the end of each year, depending upon the change in the cost-of-living index from the original index level. Inflation protection is thus built into the office-building leasing situation.

The tenant usually pays all the building operating costs, the insurance premiums, the property taxes, and repair and maintenance costs which are allocated to the tenant's space, perhaps on the basis of square footage of gross or net rentable space. The absentee owner usually pays a management fee to a local, well-known property-management firm and awaits the periodic net cash flow from the office building. Of course, property-management fees are also paid for the daily management of other types of income-producing properties owned by the foreign investor.

Structuring Real Estate Investments for Tax Purposes

Tax Treaties. According to tax and legal experts who specialize in consultation with foreign real estate investors, U.S. tax treaties with foreign countries and the foreign investor's tax situation at home are very important ingredients in the structuring of investments for foreigners in the United States. Federal and state tax laws in the United States affect the location of the real estate investment in this country and the location of the investment company's incorporation or chartering.

Tax treaties between the United States and specific foreign countries may lessen or eliminate U.S. taxation for foreign real estate investors. For example, we currently have tax treaties with such countries as Germany, the Netherland Antilles, Luxembourg, and Panama. The returns on real estate owned in the United States may be taken out of this country to the company headquarters in a country operating under a favorable tax treaty with the United States. The tax treaty with that country may permit no taxation of capital gains on the sale of U.S. real estate or no income taxation on cash flow distributions to the foreign owners from their real property operation and management. Therefore, tax attorneys and accountants may recommend to the foreign investor incorporation or chartering in countries subject to favorable tax treaties with the United States.

Many foreign real estate investors are not concerned with capital gains taxation by the U.S. government because they intend to buy American real properties to hold them indefinitely as investments. Capital gains taxation in the United States may never cross such an investor's mind. Attorneys and accountants, in the recent past, have encountered foreign investors selling their small, previously purchased investment properties and replacing them with investment properties which require more capital and promise better returns. These attorneys and accountants would warn their foreign clients about their possible subjection to U.S. capital gains taxation and counsel with them concerning proper investment structuring and legal organization.

The domestic counselor, however, should be knowledgeable in the tax laws of the country of domicile of the foreign client in order to assist the client adequately. The client, according to the laws of the country of origin, may not be able to deduct the mortgage interest and depreciation for tax purposes as an American real estate investor can. Therefore, a single client may or may not be interested in the typical tax shelter or mortgage financing aspects of a real estate investment that an American client may be interested in. This is only one example of possible tax differences.

State and Federal Legislation. Various states within this country have enacted state legislation which restricts or eliminates foreign investment in real estate within the specific states. Iowa, for example, permits a foreign investor to buy only 320 acres of farmland—and that land must be developed in nonagricultural land uses within five years of purchase or the ownership of the land reverts to the state. Several other states have passed restrictive legislation regarding the ownership of agricultural land by foreigners. Moreover, additional statutes regarding foreign investment in U.S. real estate are pending before several state legislatures and the Congress of the United States. With good legal counsel, the foreign investor may be guided away from the states where investment restrictions are oppressive or prohibitive.

Federal restrictions on foreign real estate investment in the United States currently cover agricultural, forest, and timber land primarily. With regard to farm, forest, and timber land ownership and leasing, the federal government—as of 1978—requires the disclosure of foreign ownership or leasing of such land. If a foreign party has a 5% or more interest in the real property lease or title, the party's interest must be disclosed. The actual foreign owner's name may or may not be revealed if several layers of subsidiaries of a foreign or domestic holding company are used for pyramiding of ownership of various parcels of improved or unimproved real estate. Pending before Congress is additional "disclosure legislation" for registration of foreign investment in all types of U.S. properties, not just agricultural, forest, and timber land assets.

Some state legislatures have passed foreign investment disclosure acts which closely parallel the disclosure act of the federal government. As the 1979 report of the U.S. Department of Agriculture—based on the foreign investment disclosure data submitted in 1979—is made public, the released data concerning the individual states may promote increased disclosure and restrictive investment legislation in the various states. The foreign investor who does not wish to make public the details of foreign ownership may shy away from the individual states whose legislation poses a threat to investment and personal privacy. If the Congress passes even more legislation requiring foreign investment disclosure, U.S. taxation, and U.S. regulation of the foreign investments, foreign investors may seek real estate and other types of investments more vigorously in other developed countries of the world which permit investor privacy and tax exemption.

Investor Requirements. Currently, many foreign investors actually represent several pension funds of their native country. These pension funds may be taxable or tax exempt in their native country. The yield on the U.S. real estate investment that these investors require thus depends on their tax status at home as well as in the United States.

The investor may have portfolio requirements that should be known to the American real estate counselor who is employed by the foreign party. The desired diversification of real estate and other asset holdings around the world may permit less than normal investment yields on U.S. real estate, for example. Or the American real estate returns may be favorable even though relatively low because the foreign investor is looking for a long-term yield in a country which has relative political or economic stability. The yield may thus be sacrificed for the other compensating factors.

Contacting and Dealing with Foreign Investors

Some foreign investors locate with their own representatives the real properties that they purchase in the United States. These direct company representatives may be permanently based in their home country and travel to the United States only when a trip is needed, or they may be based for extended periods of time in this country. For example, the Wilmus Company of the Netherlands uses its own investment company representatives.

If the investor wishes a permanent U.S. representative, American professional people may be retained. Real estate brokers, investment bankers, attorneys, and accountants are among the professional people who may be employed by the foreign investor on a continuous or occasional basis. For example, companies such as Eastdil Realty of New York—a subsidiary of Blyth Eastman Dillon and Company, investment banking firm—and Ackerman and Associates of Atlanta have been employed by foreign investors as their U.S. representatives. Sometimes, the contracts of representation are exclusive agreements; many times, they are not.

As commercial real estate brokers, attorneys, or accountants look for foreign investors for income-producing properties which are available for sale, they may find it difficult to contact directly the foreign investor with ready capital for investment. For example, it may be difficult to contact directly the United Kingdom's Coal Board or the Netherlands' pension funds. It may even be difficult to find the U.S. representatives of potential foreign investors. A commercial broker may find the same thing true as a domestic pension fund is sought for shopping center purchase or development. The foreign contacts may be difficult to make, just as the domestic investor contacts may be difficult to make.

On the other hand, the developer may be deluged with offers of foreign investment capital. Although the developer may or may not be seeking foreign capital, it may be difficult to evaluate which offers of foreign investment monies are legitimate and which are merely speculative attempts to place possible foreign investment funds.

Summary and Conclusions

Since 1977, massive amounts of money have flowed into the United States from abroad for investment in various assets including real estate. Foreign investment in prime income properties is expected to continue in the near future. For example, an increased stream of foreign pension funds may be invested in American income-producing real estate in the near future. Depending on the relative devaluation of the U.S. dollar, the future changes in the federal and state tax codes, the enactment by Congress of comprehensive foreign investment disclosure statutes, and worldwide political and economic conditions, foreign real estate investment here will probably reflect the foreigner's overall assessment of U.S. real estate investment yields. Foreign capital is generally free to move into any asset and any country of the world. Even though investment in U.S. real estate yields sufficient returns today, the investment picture worldwide is subject to change.

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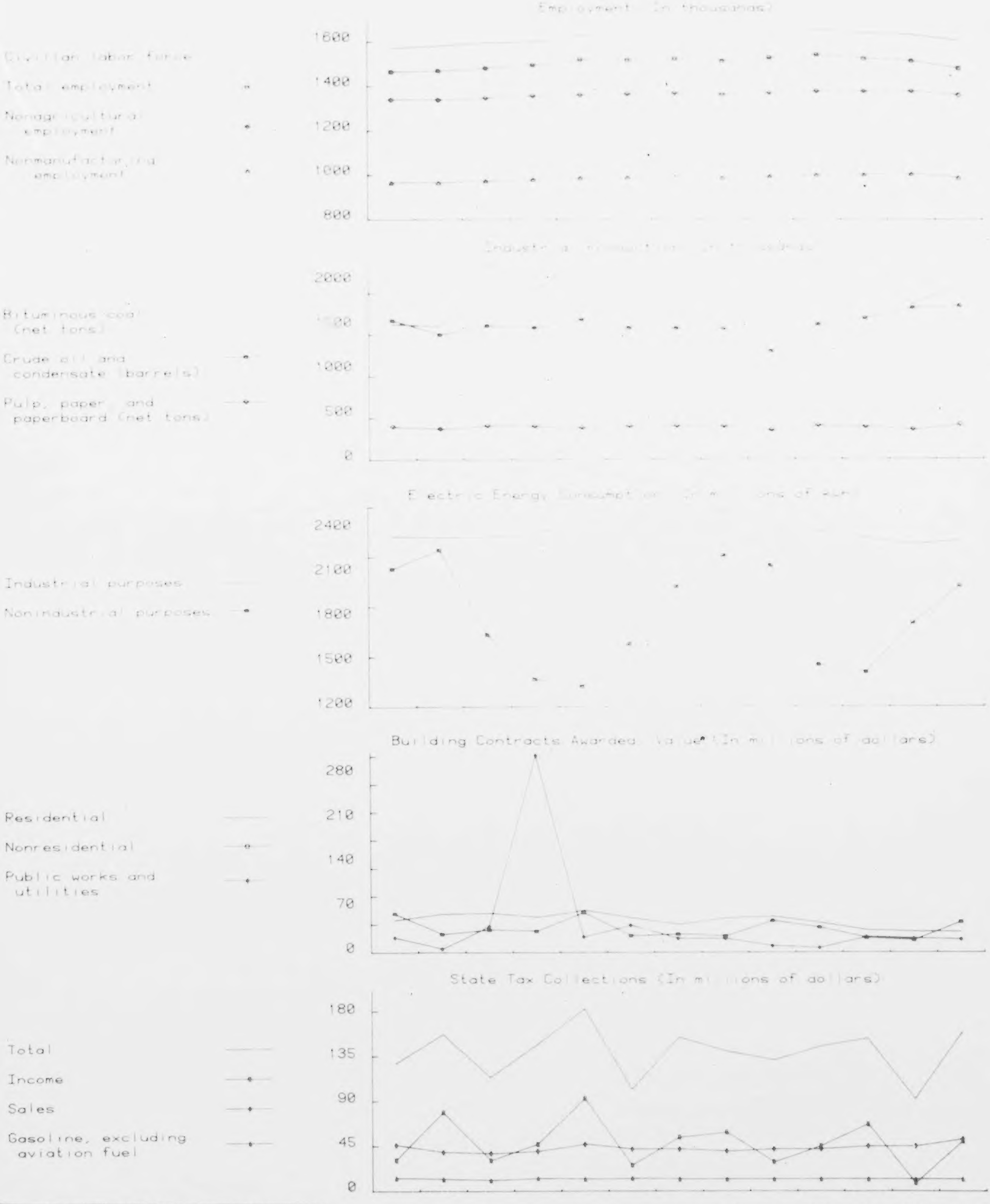
Alabama Business at a Glance

(JANUARY 1979 - JANUARY 1980)



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GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1979												1980
	1978	1979	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	20,110	24,833	1,625	1,595	2,344	2,034	2,390	2,150	1,756	2,335	2,172	2,393	2,184	1,855	2,082
Cement shipments *(1,000 net tons)*	2,837	2,667	170	160	239	275	264	255	209	260	177	275	218	166	
Coke production *(1,000 net tons)*	3,670	4,671	367	360	396	370	392	397	402	416	390	384	391	406	
Cotton consumption *(1,000 lbs.)*	412,082		34,201	30,829	36,388	32,529	33,488	32,487	27,236	35,374	30,696	38,042	32,802r	30,072	
Crude oil and condensate production *(1,000 barrels)*	19,824	19,177	1,671	1,499	1,606	1,581	1,684	1,578	1,572	1,571	1,295	1,616	1,691	1,812	1,836
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	27,073	28,359	2,323	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384	2,348	2,311	2,272	2,294
Pig iron production *(1,000 net tons)*	3,417	3,675	299	306	339	286	334	338	332	345	273	257	243	321	359
Pulp, paper, and paperboard production *(1,000 net tons)*	4,455	4,603	393	365	404	395	377	398	397	394	345	401	385	350	411
Steel ingot production, adjusted index *(1967 = 100)*	93.1	91.6	97.4	93.9	96.9	91.2	94.8	92.7	91.2	97.5	84.0	76.2	80.1	102.7	
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	4,265	4,473	372	358	411	370	412	377	386	397	344	325	314	395	425
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	2,757,645r	2,527,790	215,600r	152,064	221,394	634,517	243,317	196,589	151,649	161,468	184,765	147,104	128,857	114,360	159,400
Residential	1,308,891r	983,019	80,800r	97,033	99,449	88,334	104,524	87,394	70,462	85,764	89,711	74,344	54,889	50,532	51,900
Nonresidential	761,600r	669,862	97,300r	46,131	56,659	53,305	99,508	41,615	45,541	41,023	78,704	61,793	36,454	29,970	75,500
Public works and utilities	687,154r	874,909	37,400r	8,900	65,286	492,879	39,284	67,580	35,446	34,881	16,350	10,967	37,514	33,858	32,000
Cement consumption *(1,000 net tons)*	1,496r	1,247	65	77	126	108	126	122	100	132	88	131	97	75	
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,993,002	5,761,035	409,115	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191	509,814	470,033	490,011	
Savings in savings and loan associations[4] *($1,000,000)*	3,775	4,079	3,814	3,836	3,898	3,882	3,889	3,939	3,954	3,963	3,998	4,030	4,051	4,079	4,080
Tax collections *($1,000)*															
Total	1,477,673	1,646,078	127,816	157,198	113,632	146,612	182,986	101,688	154,192	140,304	131,403	144,879	153,430	91,938	158,740
Franchise	37,481	41,607	2,145	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573	4,621	2,349	3,715	804
Gasoline (excl. aviation)	150,919	145,662	12,691	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485	12,028	12,149	11,800	11,640
Income	493,972	569,697	30,912	78,730	31,170	46,630	93,294	25,573	54,075	59,467	29,447	45,495	66,747	8,157	49,745
Motor fuels	26,791	28,307	1,914	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937	2,768	3,256	2,858	2,116
Sales	456,694	507,985	46,301	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323	41,841	45,423	44,612	52,303
2.2% Gross receipts	25,861	28,555	6,731	106	30	6,669	199	......	6,824	40	......	7,839	91	26	7,750
TVA electric	19,652	25,926	1,598	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317	......	3,883	1,942	1,942
Tobacco	52,099	52,761	4,228	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986	4,931	4,214	4,147	4,404
Use	51,435	57,383	8,412	4,717	808	8,431	5,542	655	9,732	4,121	393	9,280	4,465	827	11,052
Utility	79,978	94,022	6,644	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549	8,512	5,146	8,039	11,515
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	195.4	217.4	204.7	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9	233.2
Food	211.4	234.5	223.9	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1	238.2	239.1	241.7	243.8
Housing	202.8	227.6	213.1	215.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7	240.8	243.6	247.3
Fuel and utilities	216.0	239.3	221.5	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2	252.9	252.0	255.1	258.6
Apparel and upkeep	159.6	166.6	160.7	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2	171.0
Transportation	185.5	212.0	193.9	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4	222.7	224.9	227.7	233.5
Medical care	219.4	239.7	230.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7	245.9	248.0	250.7	253.9
Energy	220.4	275.9	231.5	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3	307.5	307.8	313.7	327.9
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	209.2	235.5	220.8	224.1	226.7	230.0	232.0	233.5	236.9	238.3	242.0	245.2	246.9	249.4	254.7
Industrial commodities	209.3	236.3	220.0	222.5	225.4	229.0	231.6	234.0	237.5	240.6	244.2	248.5	250.2	252.8	260.3
Index of prices received by Alabama farmers *(1966-68 = 100)*	206.0	229.0	233.0r	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0	227.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.512	.461	.489	.483	.478	.473	.467	.462	.457	.452	.448	.444	.440	.435	.429
Wholesale prices	.478	.425	.453	.446	.441	.435	.431	.429	.423	.420	.414	.408	.405	.401	.393
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,588.0r	1,625.0	1,572.3	1,583.4	1,598.3	1,602.2	1,632.3	1,646.8	1,657.8	1,632.6	1,647.6	1,656.6	1,638.3	1,632.0	1,605.9
Unemployment	101.0r	116.0	107.0	112.8	115.5	105.1	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0	125.2
Unemployment rate	6.3r	7.1	6.8	7.1	7.2	6.6	6.7	7.8	8.0	7.2	7.2	6.9	6.9	7.2	7.8
Employment	1,487.0r	1,509.0	1,465.3	1,470.6	1,482.8	1,497.1	1,522.2	1,518.9	1,525.4	1,514.9	1,529.4	1,542.5	1,524.9	1,514.0	1,480.7
Nonagricultural	1,336.5r	1,362.8	1,339.8	1,339.9	1,348.8	1,358.2	1,362.1	1,366.6	1,369.8	1,363.8	1,370.8	1,378.1	1,377.9	1,378.2	1,360.8
Manufacturing	368.9r	374.6	373.9	372.9	373.8	375.8	373.7	376.4	375.6	375.7	375.0	375.7	373.8	372.6	371.6
Durable goods	180.2r	186.2	184.4	184.7	185.9	187.0	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5	184.1
Lumber and wood products	30.2r	30.4	30.3	29.8	30.5	30.5	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8	29.7
Stone, clay, glass products	10.8	10.7	10.6	10.5	10.6	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6	10.5
Primary metals	44.6	44.5	44.7	44.9	45.0	45.2	45.1	45.8	45.2	44.7	44.3	43.5	43.2	42.7	42.8
Blast furn. and steel works	18.2r	18.1	18.3	18.5	18.6	18.6	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1	17.1
Iron and steel foundries	14.8r	14.5	14.3	14.3	14.3	14.3	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5	14.6
Fabricated metals	26.0r	26.0	25.9	25.4	25.6	26.2	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1	25.8
Machinery (incl. electrical)	31.3r	34.6	34.0	34.2	34.5	34.6	34.8	35.4	34.9	34.3	34.4	34.6	34.8	34.8	34.6
Transportation	20.5r	23.5	22.6	23.2	23.3	23.7	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3	24.4
Other durable goods	16.8r	16.5	16.3	16.7	16.4	16.1	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2	16.3
Nondurable goods	188.7r	188.4	189.5	188.2	187.9	188.8	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1	187.5
Food	27.6r	28.2	27.6	27.5	27.2	27.7	27.9	28.4	28.7	28.2	28.7	28.8	28.7	28.6	28.0
Textile mill products	45.6	44.2	45.4	45.3	44.9	44.7	44.1	43.7	43.5	43.9	43.7	43.7	43.8	43.7	43.6
Apparel	53.7r	52.8	54.0	52.4	52.6	52.7	52.4	53.2	51.9	53.2	53.1	53.6	52.3	52.5	52.7
Paper and allied products	19.7r	20.2	20.0	20.5	20.4	20.5	20.4	20.7	20.7	20.3	19.6	19.6	19.9	20.1	20.0
Printing and publishing	9.9	10.1	10.1	10.0	10.1	10.2	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9	9.9
Chemicals and allied products	15.5r	16.2	15.6	15.7	15.8	15.9	16.2	16.6	16.6	16.6	16.3	16.4	16.5	16.4	16.4
Rubber products	13.5	14.0	14.1	14.2	14.3	14.5	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2	14.2
Other nondurable goods	3.2	2.7	2.7	2.6	2.6	2.6	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7
Nonmanufacturing	967.6r	988.2	965.9	967.0	975.0	982.4	988.4	990.2	994.2	988.1	995.8	1,002.4	1,004.1	1,005.6	989.2
Mining and quarrying	14.1r	16.7	16.4	16.1	16.1	16.7	16.7	16.9	16.8	17.0	17.1	17.0	17.3	17.2	17.3
Bituminous coal mining	10.2r	12.4	12.4	12.0	12.0	12.3	12.3	12.4	12.2	12.5	12.6	12.5	12.7	12.6	12.7
Contract construction	78.8r	75.4	69.7	68.5	72.1	74.3	77.3	79.4	79.4	78.8	78.4	77.6	76.3	73.2	67.6
Trans., comm., and utilities	69.8r	71.9	70.4	70.1	71.2	70.8	72.0	72.2	72.5	72.7	71.8	73.9	72.5	72.6	72.2
Trade	269.7r	275.8	271.3	269.0	271.2	274.7	275.0	275.3	275.6	276.2	277.2	277.7	280.8	285.7	277.9
Wholesale	71.9r	73.4	71.5	71.8	72.4	72.9	73.1	73.9	73.7	73.8	74.3	74.7	74.5	74.3	74.1
Retail	197.8r	202.4	199.8	197.2	198.8	201.8	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4	203.8
Finance, insurance, real estate	57.5r	58.2	57.1	57.2	57.7	57.9	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.0	57.9
Service and miscellaneous	191.8r	198.2	191.7	193.9	195.4	197.6	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2	200.1
Government	285.9r	292.0	289.3	292.2	291.3	290.4	291.2	288.2	291.1	284.1	292.1	297.4	298.8	297.7	296.2
Federal	64.0r	63.4	63.2	63.3	62.5	61.2	62.0	64.4	64.5	64.7	64.6	63.5	63.2	63.3	63.3
State and local	221.9r	228.6	226.1	228.9	228.8	229.2	229.2	223.8	226.6	219.4	227.5	233.9	235.6	234.4	232.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONT'NUED

Type of Activity	Annual		1979												1980
	1978	1979	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	26,816	21,537	26,105	23,413	30,434	32,953	28,365	29,456	23,414	26,961	21,359	17,189	30,688
Nonagricultural placements	109,979	109,512	7,165	6,739	8,652	7,958	8,852	13,975	14,316	10,770	9,220	9,716	6,960	5,189	6,742
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	66,646	30,242	32,653	26,812	27,089	29,457	47,001	29,322	28,397	29,851	28,970	33,604	71,648
Payments *($1,000)*	107,482	134,185	13,180	11,295	12,913	9,874	10,782	9,818	11,599	11,927	9,535	11,344	10,608	11,310	16,501
County data *(civilian labor force and unemployment rate)*															
Autauga	12,754	13,577	13,205	13,423	13,255	13,339	13,764	13,754	13,860	13,573	13,678	13,688	13,720	13,665	13,491
	6.5	6.8	7.6	8.7	7.1	6.8	7.6	6.5	7.0	5.7	6.1	6.0	6.5	6.2	6.9
Baldwin	29,408	30,260	29,180	29,122	29,735	29,917	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708	30,118
	6.0	7.0	6.0	5.7	6.4	6.5	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8	7.9
Barbour	11,180	11,310	10,759	11,019	11,009	11,281	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108	10,760
	7.1	8.7	7.2	9.3	7.6	7.8	7.4	9.4	9.5	9.9	10.6	8.7	8.6	8.2	8.1
Bibb	5,124	5,185	5,106	5,281	5,268	5,069	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213	5,039
	9.4	9.9	9.4	11.1	11.0	11.4	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3	14.9
Blount	13,606	13,584	12,820	12,973	13,13[illegible]	13,245	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484	12,827
	5.8	6.6	6.9	6.7	6.6	6.4	6.3	6.9	6.7	6.3	6.2	6.6	6.6	7.0	6.5
Bullock	4,254	4,541	4,176	4,178	4,256	4,295	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571	4,260
	7.0	8.5	8.0	6.9	7.0	7.0	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0	7.8
Butler	8,373	8,474	8,227	8,257	8,363	8,360	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445	8,180
	6.2	8.5	5.4	7.5	7.5	6.9	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8	8.5
Calhoun	42,709	43,348	41,938	42,190	42,753	42,560	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677	43,618
	7.3	7.8	7.5	7.8	8.4	7.2	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8	9.1
Chambers	17,603	16,526	16,558	16,601	16,631	16,474	16,241	16,978	17,587	16,499	16,331	16,152	16,009	16,254	15,841
	5.3	9.1	6.8	7.[illegible]	8.5	9.8	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3	8.3
Cherokee	9,432	9,708	9,146	9,150	9,398	9,497	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835	9,424
	5.7	5.6	5.1	5.7	5.5	5.0	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8	5.5
Chilton	11,931	12,270	12,019	12,043	12,234	12,014	12,425	12,430	12,262	12,380	12,545	12,500	12,301	12,092	11,836
	7.3	8.4	9.2	8.4	8.3	8.3	8.2	8.9	9.3	7.4	7.5	7.6	8.2	9.7	10.5
Choctaw	5,353	5,295	5,213	5,224	5,202	5,290	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,263	5,398
	7.2	8.1	7.0	8.2	7.6	7.7	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9	7.9
Clarke	9,790	9,923	9,901	9,858	9,862	9,907	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853	9,903
	8.2	8.0	8.1	7.8	8.0	6.7	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0	7.9
Clay	5,674	5,709	5,647	5,781	5,764	5,759	5,859	5,695	5,748	5,617	5,733	5,876	5,521	5,510	5,442
	6.1	10.6	8.5	10.7	10.7	11.2	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1	11.7
Cleburne	4,632	4,980	4,745	4,824	4,967	4,866	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098	5,129
	5.0	6.0	5.9	6.1	8.2	5.1	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6	7.9
Coffee	18,137	19,829	18,551	18,899	19,291	19,744	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079	19,865
	4.9	5.1	4.7	5.0	5.7	4.5	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9	8.5
Colbert	22,1[illegible]	22,133	21,654	21,556	21,670	22,025	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383	22,209
	7.[illegible]	8.3	7.8	7.4	7.6	7.5	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8	12.3
Conecuh	6,584	7,110	6,721	6,878	6,886	7,007	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925	6,920
	5.8	8.1	6.3	7.0	6.6	6.8	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4	8.9
Coosa	4,839	5,205	5,006	5,158	5,145	5,1[illegible]	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229	5,158
	5.3	6.1	5.5	5.0	5.7	5.3	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4	6.0
Covington	15,357	15,361	15,040	15,477	15,292	15,115	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086	15,144
	5.7	6.3	5.9	11.0	7.5	6.0	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9	7.6
Crenshaw	6,431	6,600	6,092	6,260	6,383	6,369	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372	6,193
	5.4	6.1	5.8	7.0	5.3	4.5	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1	7.8
Cullman	24,681	25,659	24,322	24,727	25,575	25,518	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578	24,588
	6.5	7.7	7.4	7.5	8.9	6.4	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2	8.9
Dale	10,171	10,806	10,097	10,263	10,252	10,764	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997	11,001
	6.7	7.1	6.1	6.6	6.7	8.5	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8	7.3
Dallas	20,769	21,521	20,766	20,834	20,852	21,171	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497	21,016
	8.8	9.3	9.2	9.0	9.2	9.4	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3	9.0
DeKalb	24,498	25,577	24,084	24,502	25,031	25,248	25,546	25,453	26,397	26,331	26,504	26,452	25,794	25,589	25,196
	6.0	6.2	6.6	6.7	6.7	6.4	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2	7.1
Elmore	17,699	18,983	18,301	18,443	18,570	18,680	19,083	19,429	19,379	19,139	19,232	19,239	19,155	19,150	18,890
	4.8	5.5	5.3	5.8	6.0	5.7	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1	5.7
Escambia	14,989	15,639	15,203	15,371	15,513	15,401	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468	15,153
	6.8	8.6	7.9	8.7	8.9	8.0	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0	8.1
Etowah	39,597	41,225	40,127	40,232	40,437	40,597	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350	41,856
	7.0	7.5	7.9	7.3	7.1	6.8	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9	9.0
Fayette	9,638	9,956	9,443	9,676	9,464	9,664	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799	9,602
	6.0	6.4	5.8	8.0	7.1	5.8	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5	7.4
Franklin	11,067	11,408	10,754	11,202	10,940	11,068	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515	11,371
	7.7	8.7	7.8	10.3	8.3	7.2	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2	13.1
Geneva	10,397	11,750	10,569	11,715	11,182	11,486	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838	11,573
	6.2	5.3	4.8	9.4	5.5	5.0	4.9	5.6	6.7	4.5	4.1	4.5	4.1	4.5	5.4
Greene	4,332	4,047	3,711	4,112	3,947	4,048	4,318	4,139	4,205	4,096	4,181	4,131	3,915	3,765	3,714
	10.0	14.2	13.0	14.3	17.9	16.8	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5	12.8
Hale	4,811	4,771	4,564	4,562	4,658	4,795	4,949	4,801	5,062	4,736	4,900	4,949	4,686	4,587	4,532
	10.6	12.4	13.1	12.0	12.7	13.5	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0	15.2
Henry	6,776	6,762	6,342	6,492	6,581	6,778	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620	6,315
	6.9	6.0	7.2	7.4	7.2	5.7	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0	5.6
Houston	38,083	37,502	35,894	35,919	36,255	36,869	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551	37,109
	5.3	5.5	5.8	6.0	5.7	5.3	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9	5.6
Jackson	20,333	20,281	19,582	19,937	20,011	20,120	20,154	20,312	20,669	20,397	20,699	20,705	20,497	20,283	19,997
	6.9	8.1	7.6	7.8	8.0	8.3	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9	9.9
Jefferson	302,793	301,639	293,913	294,339	298,027	296,882	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380	300,890
	5.4	6.1	5.9	5.9	6.3	5.5	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4	6.6
Lamar	7,949	8,192	8,259	8,304	8,460	8,212	8,097	8,028	8,109	8,085	8,223	8,282	8,146	8,105	7,961
	5.5	5.7	4.2	4.9	7.5	6.9	4.8	5.7	5.4	5.1	5.4	5.2	5.8	7.0	6.7
Lauderdale	32,496	34,141	33,227	33,183	33,221	33,560	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166	33,676
	5.9	8.4	7.3	7.3	7.1	6.3	7.2	9.1	9.3	9.0	9.1	9.1	9.6	9.9	10.8
Lawrence	12,566	14,083	13,472	13,846	14,104	14,375	14,487	14,795	14,741	14,528	14,412	13,972	13,349	12,908	12,412
	7.3	8.7	8.3	8.2	9.9	7.1	7.1	8.1	8.8	9.4	8.4	8.7	9.5	10.8	11.5
Lee	31,733	31,500	31,112	31,014	30,956	31,214	31,711	31,969	31,405	31,292	30,895	32,031	32,133	32,272	31,092
	4.0	4.6	4.7	4.4	4.3	4.2	4.7	4.7	5.1	5.3	4.8	4.6	4.2	4.7	4.3
Limestone	19,819	20,504	19,699	19,862	19,916	20,096	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910	20,475
	6.6	7.6	7.3	7.8	7.2	6.8	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8	9.0
Lowndes	4,376	4,460	4,004	4,224	4,222	4,339	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806	4,455
	7.4	9.0	9.7	10.2	9.0	7.7	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4	11.1
Macon	7,231	7,394	7,174	7,132	7,193	7,242	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369	7,355
	6.4	7.3	7.8	7.5	7.5	6.5	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0	6.9
Madison	86,159	87,078	83,091	83,518	86,462	85,087	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226	85,744
	6.1	7.0	6.1	6.3	8.6	6.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5	7.1
Marengo	8,839	8,721	8,361	8,427	8,480	8,682	8,784	8,844	8,938	8,643	8,808	8,987	8,895	8,796	8,571
	6.8	7.7	7.1	7.3	7.1	8.7	7.0	8.1	10.[illegible]	6.8	7.9	7.5	7.8	7.3	8.1
Marion	11,612	12,064	11,898	11,978	11,967	12,009	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974	11,918
	6.6	9.2	7.6	13.5	9.5	7.7	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3	11.6
Marshall	27,349	28,816	28,111	28,063	28,183	28,309	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093	28,840
	7.1	7.4	8.5	8.0	7.6	6.8	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6	9.0
Mobile	149,460	150,035	145,013	145,295	147,852	147,223	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785	146,407
	7.2	8.3	7.5	7.6	7.9	7.1	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9	7.3

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979												1980
	1978	1979	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	11,134	10,663	10,851	10,461	10,441	10,330	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427	10,349
	6.8	8.2	7.6	7.9	7.8	7.0	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6	8.6
Montgomery	83,586	86,220	82,871	83,260	83,608	84,222	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104	85,972
	5.5	5.7	5.4	5.4	5.3	5.1	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4	6.1
Morgan	34,984	36,065	34,947	35,127	35,509	35,514	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027	35,657
	6.5	7.3	7.4	7.1	7.2	6.6	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6	8.7
Perry	4,610	4,821	4,600	4,609	4,608	4,639	4,835	4,808	5,057	4,874	4,929	4,990	5,040	4,873	4,752
	8.4	8.2	7.3	9.2	7.8	6.1	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8	8.3
Pickens	8,101	7,953	7,699	7,811	7,826	7,947	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838	7,759
	8.7	8.8	7.9	9.4	8.1	9.9	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7	9.8
Pike	12,457	13,297	12,121	13,034	13,079	13,193	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757	12,505
	5.2	4.8	5.1	5.3	4.3	4.3	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6	5.4
Randolph	8,140	7,624	7,490	7,621	7,668	7,800	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559	7,265
	10.4	10.5	10.1	13.8	10.9	10.0	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0	8.4
Russell	18,407	17,511	17,123	17,249	17,445	17,231	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559	17,492
	7.2	8.0	7.7	8.1	8.6	7.6	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2	9.0
St. Clair	15,399	16,796	16,451	16,402	16,551	16,608	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259	16,964
	4.9	5.9	6.1	5.7	5.8	5.7	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9	7.5
Shelby	22,682	26,533	26,229	25,930	26,064	26,209	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969	26,372
	6.5	5.8	6.9	5.7	5.5	5.6	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8	6.0
Sumter	6,571	6,635	6,631	6,572	6,628	6,581	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452	6,469
	5.9	6.9	5.8	6.7	5.9	6.2	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6	6.9
Talladega	26,864	28,162	27,416	27,655	27,910	28,098	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277	28,219
	8.3	10.4	9.0	9.4	9.7	10.0	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3	12.0
Tallapoosa	16,081	15,638	15,465	15,419	15,581	15,427	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786	15,613
	5.5	6.3	5.9	6.1	6.2	6.5	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2	6.0
Tuscaloosa	51,592	51,589	50,887	51,454	51,505	52,276	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123	52,177
	6.9	6.1	6.7	6.9	6.5	5.9	6.3	6.4	6.1	5.9	5.7	5.2	5.4	5.9	7.5
Walker	28,938	31,188	30,656	31,059	30,702	30,876	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744	31,332
	6.8	8.4	8.9	10.0	8.3	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6	9.5
Washington	5,654	6,138	5,901	5,864	5,849	5,933	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249	6,217
	10.1	9.8	10.3	10.9	12.5	9.9	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6	6.9
Wilcox	4,861	4,979	4,716	4,887	4,848	4,904	5,027	5,039	5,266	4,965	5,053	5,104	5,032	4,905	4,835
	7.1	9.6	9.7	10.6	9.3	8.8	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7	8.0
Winston	7,432	7,746	7,425	7,623	7,618	7,668	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846	7,489
	8.9	11.4	9.8	12.4	12.1	9.2	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5	15.6
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	1,049,905	.....	49,055	39,032	44,665	43,823	64,518	50,712	62,229	64,604	56,786	66,865	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	35,633	.....	1,007	1,210	988	1,787	1,789	1,476	2,290	2,066	1,430	1,771	.....	.....	.....
Exports															
Value *($1,000)*	913,311	.....	63,685	67,597	93,164	46,158	53,631	65,434	55,543	73,641	36,998	100,924	.....	.....	.....
Shipping weight *(1,000,000 lbs.)*	10,454	.....	498	696	873	522	442	538	555	616	234	850	.....	.....	.....
Shipments by water, Port of Mobile[8] *(1,000 tons)*	34,783	37,953	2,374	2,519	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874	3,602
Domestic															
Electric energy consumption, nonindustrial purposes *(1,000,000 kwh)*	22,495	21,905	2,128	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802	2,021
Gasoline sales[9] *(1,000 gallons)*	2,163,414	2,074,362	176,921	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987	164,815
New passenger car registrations[10] *(number)*	176,113	161,661	13,889	12,925	15,562	14,718	15,447	12,639	13,196	15,088	10,340	14,362	11,008	12,547	.....
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,708	3,004	223	223	249	239	250	275	251	259	257	253	256	270	254
General stores with food and gas	188	229	15	15	18	18	19	21	20	21	20	21	20	21	19
General merchandise	1,778	1,928	118	120	147	155	156	149	140	157	146	158	198	284	116
Apparel	423	457	32	28	37	39	36	35	33	39	35	38	41	63	31
Furniture, furnishings, etc.	461	512	38	36	42	39	43	43	43	45	41	45	46	52	41
Automotive	2,708	2,686	205	210	257	235	245	221	221	251	203	236	204	198	192
Gasoline service stations	859	1,039	73	66	78	77	84	88	87	99	94	101	96	96	91
Lumber and building materials	850	898	58	55	74	72	80	80	77	82	76	90	82	70	69
Hardware and farm implements	423	419	28	28	37	39	39	37	32	38	34	42	34	32	28
Eating places	809	896	64	64	77	74	77	77	77	81	74	78	75	80	71
Drug stores	362	407	34	32	33	32	34	33	32	33	32	35	34	42	35
All other retail	1,968	2,137	150	149	178	183	199	179	162	183	166	194	181	212	161
Total sales by retail concerns	13,537	14,612	1,038	1,025	1,228	1,202	1,262	1,236	1,175	1,287	1,178	1,292	1,266	1,422	1,108
Nonretail and unclassified concerns	4,573	4,514	333	317	371	361	387	374	367	402	377	413	389	424	390
Total all sales at retail	18,110	19,126	1,371	1,342	1,598	1,563	1,650	1,610	1,542	1,689	1,554	1,704	1,655	1,846	1,498
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	378,338	385,147	26,369	26,027	32,827	32,068	34,024	33,493	31,429	35,238	30,775	32,506	31,858	38,533	27,779
Birmingham	4,856,558	5,401,870	395,106	386,888	448,663	441,157	456,484	455,985	435,969	476,634	444,241	481,465	456,026	523,252	432,944
Florence	462,969	503,981	36,305	34,924	42,023	41,805	44,377	41,612	39,660	44,655	42,024	44,855	42,726	49,015	33,867
Gadsden	371,328	401,373	29,038	28,446	35,001	33,203	35,878	33,952	32,731	36,544	33,311	35,271	33,390	34,608	30,697
Huntsville	1,110,227	1,172,070	83,444	83,087	102,060	96,077	105,917	98,959	96,741	104,024	95,125	103,512	98,850	104,274	88,808
Mobile	1,757,700	1,862,196	135,473	129,972	156,700	151,955	156,622	153,290	145,591	156,746	137,063	181,458	174,362	182,964	160,697
Montgomery	1,196,843	1,194,939	87,039	88,334	103,227	98,624	104,695	101,164	99,041	107,280	96,977	102,206	100,625	105,727	91,079
Tuscaloosa	474,953	502,857	35,697	35,995	41,925	40,941	43,341	42,308	40,335	44,455	42,236	45,855	43,467	46,302	38,600
Counties															
Autauga	85,288	89,608	6,441	7,204	7,688	8,176	7,960	7,675	7,133	7,837	7,207	7,730	7,150	7,407	6,546
Baldwin	273,318	298,158	19,605	19,893	25,571	25,083	27,454	28,076	24,455	25,888	21,358	27,649	25,892	27,234	24,736
Barbour	56,554	59,776	4,117	4,311	5,251	5,537	5,165	5,208	4,643	5,072	4,662	5,215	5,050	5,545	4,566
Bibb	27,255	28,783	1,987	1,889	2,296	2,271	2,422	2,593	2,264	2,705	2,435	2,737	2,529	2,655	1,997
Blount	76,382	83,228	5,576	5,451	7,105	6,616	7,463	8,238	7,455	7,528	7,041	7,501	6,306	6,948	5,725
Bullock	24,934	27,756	2,345	2,027	2,326	2,012	2,258	2,407	2,339	2,356	2,435	2,306	2,410	2,535	2,735
Butler	59,353	61,472	4,681	4,237	5,300	4,976	5,439	5,369	4,886	5,328	4,767	5,573	5,102	5,814	5,064
Calhoun	378,338	385,147	26,369	26,027	32,827	32,068	34,024	33,493	31,429	35,238	30,775	32,506	31,858	38,533	27,779
Chambers	68,953	82,689	6,011	5,409	6,786	6,634	7,017	7,300	7,150	7,707	6,942	7,587	7,104	7,042	6,922
Cherokee	46,189	50,318	3,445	3,263	4,554	4,499	4,838	4,651	3,838	4,262	4,017	4,890	3,853	4,208	3,764
Chilton	72,620	79,196	5,644	5,691	6,996	6,450	7,328	7,067	6,580	7,013	6,437	6,761	6,315	6,914	5,803
Choctaw	37,245	42,740	3,054	2,985	3,515	3,500	3,573	3,655	3,380	3,806	3,424	3,877	3,736	4,235	3,633
Clarke	88,097	94,608	6,764	6,412	7,694	7,890	8,033	8,189	7,654	8,299	7,706	8,775	8,114	9,078	7,308
Clay	25,512	26,110	2,037	1,915	2,261	2,178	2,161	2,232	2,114	2,115	2,163	2,308	2,249	2,377	2,064
Cleburne	18,897	19,802	1,360	1,495	1,784	1,686	1,755	1,803	1,572	1,718	1,491	1,819	1,634	1,685	1,426
Coffee	127,746	143,553	10,497	10,521	12,917	12,875	12,848	11,728	11,879	12,925	11,861	12,834	11,339	11,229	10,353

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979												1980
	1978	1979	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	220,100	252,294	18,636	18,214	20,685	20,773	22,552	21,032	20,031	23,105	21,510	22,754	20,327	22,675	15,875
Conecuh	38,525	36,470	2,816	2,619	3,421	2,952	3,150	2,922	2,857	3,070	3,028	3,323	3,156	3,156	2,522
Coosa	14,895	16,427	1,141	1,122	1,349	1,281	1,437	1,377	1,344	1,531	1,306	1,432	1,408	1,699	1,508
Covington	125,895	131,731	9,474	9,516	11,410	11,733	11,560	11,373	10,742	11,832	10,563	11,796	10,322	11,410	10,239
Crenshaw	31,640	33,242	2,326	2,298	3,047	2,731	3,278	2,855	2,864	2,921	2,572	2,841	2,786	2,723	2,628
Cullman	215,399	250,530	16,754	16,675	20,992	20,571	22,919	22,447	20,521	22,549	20,824	22,522	21,561	22,195	20,014
Dale	75,869	82,879	6,030	5,843	7,166	6,879	7,179	7,166	6,522	7,561	6,699	7,256	7,013	7,565	6,847
Dallas	194,607	209,651	15,120	14,813	18,657	17,504	19,028	18,589	16,398	18,900	16,608	18,072	17,071	18,891	15,920
DeKalb	147,697	156,475	11,179	10,631	13,508	12,936	14,266	13,304	13,293	14,093	13,020	13,891	12,878	13,476	11,225
Elmore	77,805	84,205	5,877	6,277	7,204	6,932	7,403	7,568	6,866	7,770	6,895	7,185	7,055	7,173	6,172
Escambia	142,384	148,204	10,622	10,468	12,570	11,881	12,655	12,695	11,513	13,271	11,771	14,606	12,927	13,225	10,998
Etowah	371,328	401,373	29,038	28,446	35,001	33,203	35,878	33,952	32,731	36,544	33,311	35,271	33,390	34,608	30,697
Fayette	89,529	97,712	6,454	6,393	7,994	7,978	9,067	8,464	8,011	9,562	8,402	8,361	8,205	8,821	7,888
Franklin	91,365	89,149	6,251	6,159	7,789	7,269	8,730	7,855	7,137	7,815	7,236	7,961	7,211	7,736	6,266
Geneva	99,129	107,778	7,685	7,906	9,231	9,138	9,746	9,184	8,757	9,219	9,189	9,364	8,999	9,360	8,107
Greene	19,618	19,966	1,230	1,348	1,769	1,590	1,968	1,847	1,660	1,717	1,527	1,884	1,682	1,744	1,421
Hale	30,557	33,199	2,346	2,329	2,762	2,771	2,949	3,010	2,526	2,793	2,726	2,919	2,945	3,123	2,505
Henry	43,841	45,563	3,515	3,257	4,244	4,186	4,149	4,026	3,457	3,889	3,918	3,820	3,662	3,440	2,988
Houston	429,803	430,091	30,682	30,319	37,857	35,513	37,916	36,617	35,833	39,447	34,728	37,144	35,246	38,789	32,896
Jackson	147,746	156,890	10,712	10,599	13,932	13,917	14,168	13,740	13,007	13,831	12,793	14,347	12,432	13,412	10,953
Jefferson	4,307,024	4,806,087	352,181	344,798	397,240	391,897	403,382	403,097	386,980	423,314	395,586	428,138	408,044	471,430	384,901
Lamar	30,047	33,369	2,358	2,269	2,978	2,878	3,173	2,903	2,652	2,829	2,750	2,906	2,751	3,022	2,646
Lauderdale	242,869	251,687	17,669	16,710	21,338	21,032	21,825	20,580	19,629	21,550	20,514	22,101	22,399	26,340	17,992
Lawrence	53,251	58,301	3,898	3,856	5,152	5,173	5,714	5,267	4,542	4,831	4,645	5,130	4,681	5,412	4,102
Lee	251,615	268,655	20,270	19,076	22,236	22,654	22,936	22,368	20,764	23,373	22,055	24,299	24,539	24,085	22,722
Limestone	128,949	137,881	9,294	9,090	11,842	11,945	13,132	12,092	11,226	11,695	11,612	12,330	11,325	12,298	9,949
Lowndes	21,844	23,347	1,717	1,660	1,971	1,927	2,099	2,155	1,878	1,996	1,858	2,033	2,054	1,999	1,574
Macon	43,409	42,695	3,212	3,010	3,722	3,506	3,712	3,784	3,572	3,970	3,343	3,745	3,607	3,512	3,638
Madison	712,693	746,699	53,229	53,326	64,952	60,746	67,121	61,699	61,107	67,031	59,983	65,952	64,319	67,234	57,538
Marengo	72,357	79,030	5,471	5,553	6,797	6,053	7,262	6,835	6,549	7,245	6,121	7,208	6,517	7,419	6,377
Marion	65,426	70,551	5,015	4,963	6,311	5,879	6,370	5,897	5,693	6,202	6,017	6,318	5,706	6,180	5,027
Marshall	268,585	287,490	20,921	20,671	25,266	23,386	25,664	25,168	24,408	25,298	23,530	25,230	23,206	24,742	21,321
Mobile	1,484,382	1,564,038	115,868	110,079	131,129	126,872	129,168	125,214	121,136	130,858	115,705	153,809	148,470	155,730	135,961
Monroe	156,798	99,191	8,167	8,587	10,418	9,048	9,295	7,882	6,803	8,312	7,813	8,377	7,326	7,163	6,664
Montgomery	1,033,750	1,021,126	74,721	74,853	88,335	83,516	89,332	85,921	85,042	91,673	82,875	87,291	86,420	91,147	78,361
Morgan	464,592	435,939	33,209	30,918	34,693	35,009	37,302	38,964	36,028	39,942	36,185	40,026	35,369	38,294	36,691
Perry	28,053	30,752	2,215	2,077	2,682	2,633	2,545	2,614	2,542	2,753	2,548	2,753	2,680	2,710	2,272
Pickens	47,704	50,915	3,294	3,647	4,506	4,024	4,811	4,933	4,080	4,419	3,927	4,512	4,338	4,424	3,669
Pike	89,389	91,856	6,740	6,218	8,020	8,249	8,624	8,012	7,117	8,138	7,363	8,496	7,441	7,438	7,010
Randolph	51,960	51,178	4,330	3,947	4,632	4,014	4,354	4,488	3,755	4,019	4,094	4,321	4,222	5,002	4,100
Russell	83,268	85,485	6,412	6,103	7,335	7,099	7,699	7,561	7,056	7,502	6,921	7,495	6,971	7,331	6,472
St. Clair	94,879	107,685	7,377	7,278	9,159	8,799	9,907	9,984	9,415	10,346	9,581	9,268	8,344	8,227	7,712
Shelby	231,350	247,820	17,777	17,048	20,702	20,501	22,004	22,771	20,354	21,774	20,215	23,404	19,635	21,635	21,106
Sumter	30,578	33,528	2,460	2,224	2,821	2,606	2,800	3,000	2,802	2,959	2,826	3,048	2,872	3,110	2,671
Talladega	184,561	200,316	14,843	14,286	17,622	16,508	16,963	17,229	16,585	17,936	16,361	17,455	16,442	18,086	15,567
Tallapoosa	116,459	118,813	8,352	8,199	10,337	9,508	13,218	10,520	9,728	10,540	9,662	10,229	10,152	11,368	9,511
Tuscaloosa	474,953	502,857	35,697	35,995	41,925	40,941	43,341	42,308	40,335	44,455	42,236	45,855	43,467	46,302	38,600
Walker	223,305	240,278	17,771	17,764	21,562	19,960	21,191	20,133	19,220	21,200	18,859	20,655	20,003	21,960	19,226
Washington	23,013	27,358	1,898	1,971	2,145	2,145	2,410	2,222	1,983	2,381	2,357	2,747	2,626	2,473	2,273
Wilcox	29,989	31,495	2,225	2,308	2,581	2,591	2,839	2,921	2,485	2,690	2,560	2,727	2,773	2,795	2,330
Winston	79,900	60,386	4,253	4,342	5,444	5,153	5,856	5,220	4,981	5,340	5,034	5,208	4,764	4,791	4,349
Statewide[11]	2,908,331	2,961,989	200,258	195,522	227,271	232,767	247,015	236,685	236,958	261,096	246,002	254,613	280,140	343,662	227,459
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	10,003	......	794	1,122	551	793	840	1,195	415	1,247	6,887	467	258	1,146	619
Residential	5,366	......	186	268	412	84	378	238	220	363	2,972	110	35	50	99
Nonresidential	3,482	......	514	757	26	554	317	866	109	734	3,848	242	78	991	10
Birmingham															
Building permits ($1,000)															
Total	115,704	......	14,589	4,011	13,347	7,635	15,801	10,367	12,367	10,880	15,068	9,276	15,453	4,742	7,222
Residential	30,517	......	1,206	899	4,142	3,534	2,044	1,964	2,117	2,620	9,392	895	9,561	683	618
Nonresidential	38,577	......	3,426	860	1,907	1,157	3,186	839	3,692	4,368	1,018	2,279	1,269	2,259	1,659
Decatur															
Building permits ($1,000)															
Total	49,063	......	1,020	1,093	1,706	4,692	5,213	5,397	5,103	5,524	5,719	5,589	4,160	3,478	3,429
Residential	14,710	......	689	796	1,003	1,158	1,472	1,366	1,269	1,438	1,697	1,366	1,077	768	862
Nonresidential	32,950	......	245	211	691	3,386	3,574	3,860	3,661	3,909	3,874	4,049	2,953	2,614	2,444
Dothan															
Building permits ($1,000)															
Total	17,171	......	3,086	1,797	3,642	2,363	1,497	2,923	2,190	1,332	2,846	2,864	3,473	418	1,086
Residential	7,434	......	810	1,058	1,152	1,400	979	1,766	497	936	575	475	1,779	228	637
Nonresidential	7,194	......	2,031	550	2,263	696	203	808	1,408	218	2,098	1,850	1,260	64	254
Gadsden															
Building permits ($1,000)															
Total	16,498	......	699	1,306	651	2,064	1,091	1,101	1,027	1,158	760	991	1,695	284	887
Residential	5,904	......	188	122	190	1,515	564	559	445	548	242	560	635	100	493
Nonresidential	8,588	......	359	1,063	174	253	294	298	335	364	290	187	870	11	178
Huntsville															
Building permits ($1,000)															
Total	60,331	......	4,061	2,818	7,584	5,812	3,380	5,765	6,542	1,786	3,878	3,358	4,022	1,646	1,557
Residential	29,097	......	553	620	2,531	1,061	1,764	1,842	1,164	1,178	2,757	1,492	679	352	336
Nonresidential	25,497	......	2,916	1,593	4,398	3,739	1,224	3,545	4,873	608	602	1,188	2,734	821	781
Mobile															
Building permits ($1,000)															
Total	78,754	......	8,973	4,004	4,697	4,594	13,378	10,520	5,352	8,960	3,280	10,475	5,341	5,898	8,300
Residential	25,381	......	1,088	883	1,304	1,382	5,386	4,470	832	5,207	876	1,721	660	622	2,093
Nonresidential	41,272	......	7,318	2,256	2,334	2,082	6,522	4,864	3,532	2,247	525	1,549	724	2,893	3,840
Montgomery															
Building permits ($1,000)															
Total	88,523	......	6,544	9,011	8,686	6,324	11,112	14,798	5,020	8,714	4,825	2,836	5,327	1,700	5,843
Residential	42,252	......	1,898	3,049	5,498	4,981	5,844	10,046	2,293	5,862	2,455	1,340	1,490	578	3,271
Nonresidential	36,716	......	3,964	5,451	2,344	596	4,379	3,856	1,808	1,904	1,539	501	3,004	96	1,729

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979												1980
	1978	1979	Jan.	Feb	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,412	......	842	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779	1,234
Residential	16,330	......	530	930	2,379	2,267	1,787	1,216	871	1,463	1,051	2,672	836	250	300
Nonresidential	15,011	......	74	595	86	820	700	658	755	278	128	329	94	1,450	647
Selma															
Building permits *($1,000)*															
Total	6,474	......	561	402	995	450	426	538	650	703	576	552	198	989	867
Residential	1,765	......	450	264	351	159	274	234	429	270	212	160	62	503	80
Nonresidential	3,296	......	43	......	463	101	48	92	59	160	262	200	......	435	36
Tuscaloosa															
Building permits *($1,000)*															
Total	29,257	......	1,145	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147	3,744	677	762	595
Residential	16,549	......	813	1,097	1,565	791	1,453	2,221	793	1,046	699	1,314	442	388	277
Nonresidential	8,916	......	139	492	798	192	422	103	5,485	4,112	2,025	2,050	10	84	178

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Notes

Annual Labor Data. In the March 1980 issue of *Alabama Business*, the 1978 and 1979 annual figures for four series were accidentially reversed in the copy taken to the printer. These four series—civilian labor force, unemployment, unemployment rate, and employment—have been corrected in this issue.

Banking Data Notice. In the December 1979 issue of *Alabama Business*, we included an announcement that as soon as banking data were available for the fourth quarter of 1978 we would publish another *Alabama Business Banking Supplement*. Since that time, we have received not only the pertinent 1978 data but also banking data for the first three quarters of 1979. As usual, however, there's a catch. Due to a change in the data format used by the Federal Reserve, the computer program designed by CBER personnel to read the banking tapes will no longer work. As soon as we can obtain documentation of the changes made by the Federal Reserve and, based on this documentation, create a revised computer program to read the new tapes, we will publish another *Alabama Business Banking Supplement*. That *Supplement* will include data through at least the third quarter of 1979.

New Mailing List. In an effort to reduce mailing costs, we have been in the process of creating an entirely new *Alabama Business* mailing list. Every person on our mailing list was sent a post card requesting that an attached, postage-paid card be detached and returned to us if the addressee was interested in continuing to receive our publication. When we mail our next issue of *Alabama Business*, we will use the newly created mailing list. If you have not returned the post card, including your correct name and address, you will not be included on our mailing list.

alabama business

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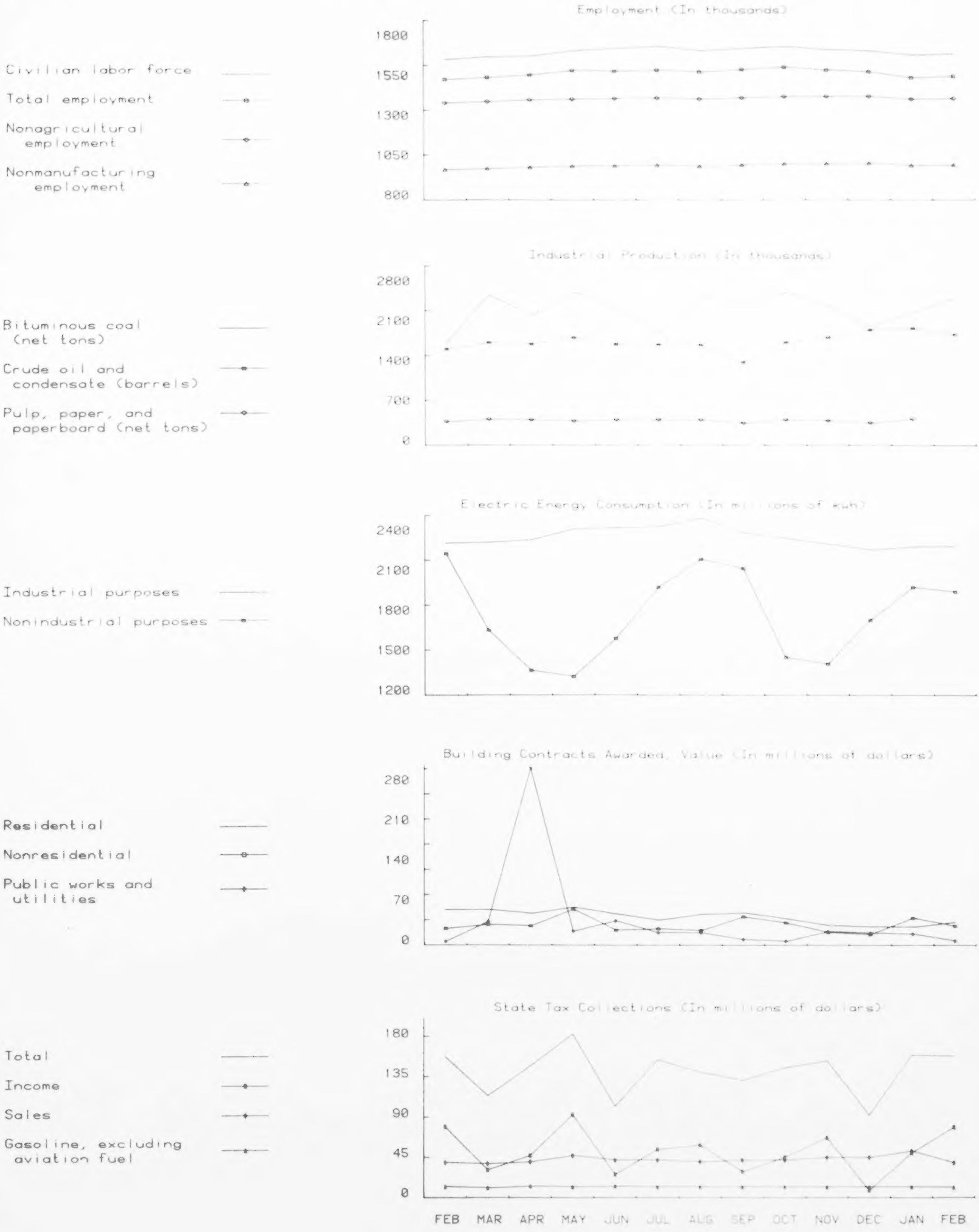
Alabama Business at a Glance

(FEBRUARY 1979 - FEBURARY 1980)



GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1979											1980	
	1978	1979	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	20,110	24,833	1,595	2,344	2,034	2,390	2,150	1,756	2,335	2,172	2,393	2,184	1,855	2,082	2,312
Cement shipments *(1,000 net tons)*	2,837	2,667	160	239	275	264	255	209	260	177	275	216	166	163	......
Coke production *(1,000 net tons)*	3,670	4,671	360	396	370	392	397	402	416	390	384	391	406	403	......
Cotton consumption *(1,000 lbs.)*	412,082	394,144	30,829	36,388	32,529	33,488	32,487	27,236	35,374	30,696	38,042	32,802	30,072	29,946	......
Crude oil and condensate production *(1,000 barrels)*	19,824	19,177	1,499	1,606	1,581	1,684	1,578	1,572	1,571	1,295	1,616	1,691	1,812	1,836	1,734
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	27,073	28,359	2,316	2,321	2,339	2,412	2,421	2,427	2,484	2,384	2,348	2,311	2,272	2,294	2,298
Pig iron production *(1,000 net tons)*	3,417	3,675	306	339	286	334	338	332	345	273	257	243	321	359	320
Pulp, paper, and paperboard production *(1,000 net tons)*	4,455	4,603	365	404	395	377	398	397	394	345	401	385	350	411	......
Steel ingot production, adjusted index *(1967 = 100)*	93.1	91.6	93.9	96.9	91.2	94.8	92.7	91.2	97.5	84.0	76.2	80.1	102.7	97.9	......
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	4,265	4,473	358	411	370	412	377	386	397	344	325	314	395	425	379
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	2,757,645r	2,527,790	152,700r	221,394	634,517	243,317	196,589	151,649	161,468	184,765	147,104	128,857	114,360	158,100r	130,500
Residential	1,308,891r	983,019	97,800r	99,449	88,334	104,524	87,394	70,462	85,764	89,711	74,344	54,889	50,532	50,900r	64,800
Nonresidential	761,600r	669,862	45,700r	56,659	53,305	99,508	41,615	45,541	41,023	78,704	61,793	36,454	29,970	75,600r	53,500
Public works and utilities	687,154r	874,909	8,900	65,286	492,879	39,284	67,580	35,446	34,881	16,350	10,967	37,514	33,858	31,600r	12,200
Cement consumption *(1,000 net tons)*	1,496r	1,247	77	126	108	126	122	100	132	88	131	97	75	78	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,993,002	5,761,035	421,672	492,090	497,596	517,002	512,417	492,023	507,071	442,191	509,814	470,033	490,011	......	......
Savings in savings and loan associations[4] *($1,000,000)*	3,775	4,079	3,836	3,898	3,882	3,889	3,939	3,954	3,963	3,998	4,030	4,051	4,079	4,080	......
Tax collections *($1,000)*															
Total	1,477,673	1,646,078	157,198	113,632	146,612	182,986	101,688	154,192	140,304	131,403	144,879	153,430	91,938	158,740	157,974
Franchise	37,481	41,607	388	8,821	3,234	1,305	2,515	5,588	2,073	4,573	4,901	2,349	3,715	804	770
Gasoline (excl. aviation)	150,919	145,662	12,335	11,233	12,544	12,027	12,705	11,893	11,772	12,485	12,028	12,149	11,800	11,640	11,488
Income	493,972	569,697	78,730	31,[illegible]70	46,630	93,294	25,573	54,075	59,467	29,447	45,495	66,747	8,157	49,745	78,908
Motor fuels	26,791	28,307	2,449	2,085	2,167	2,521	2,127	1,764	2,461	1,937	2,768	3,256	2,858	2,116	2,634
Sales	456,694	507,985	38,795	38,210	39,694	46,567	42,481	41,738	40,000	42,323	41,841	45,423	44,612	52,303	38,960
2.2% Gross receipts	25,861	28,555	106	30	6,669	199	......	6,824	40	......	7,839	91	26	7,750	1[illegible]7
TVA electric	19,652	25,926	1,598	1,598	1,598	1,598	1,598	1,598	1,598	7,317	......	3,883	1,942	1,942	1,942
Tobacco	52,099	52,761	3,772	4,052	4,235	4,420	4,330	4,871	4,575	4,986	4,931	4,214	4,147	4,404	3,994
Use	51,435	57,383	4,717	808	8,431	5,542	655	9,732	4,121	393	9,280	4,465	827	11,052	3,338
Utility	79,978	94,022	7,115	8,562	8,453	10,041	4,640	10,280	8,041	8,549	8,512	5,146	8,039	11,515	9,355
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	195.4	217.4	207.1	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9	233.2	236.4
Food	211.4	234.5	228.2	230.4	232.3	234.3	235.4	236.9	236.3	237.1	238.2	239.1	241.7	243.8	244.9
Housing	202.8	227.6	215.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7	240.8	243.6	247.3	250.5
Fuel and utilities	216.0	239.3	223.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2	252.9	252.0	255.1	258.6	263.8
Apparel and upkeep	159.6	166.6	161.4	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2	171.0	171.9
Transportation	185.5	212.0	195.6	198.1	202.9	207.7	212.6	216.6	219.6	221.4	222.7	224.9	227.7	233.5	239.6
Medical care	219.4	239.7	232.6	233.9	235.1	236.3	237.7	239.9	241.8	243.7	245.9	248.0	250.7	253.9	257.9
Energy	220.4	275.9	235.0	241.2	250.2	260.8	275.4	287.1	296.3	304.3	307.5	307.8	313.7	327.9	344.6
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	209.2	235.5	224.1	226.7	230.0	232.0	233.5	236.9	238.3	242.0	245.6r	246.9	249.4	254.7	259.8
Industrial commodities	209.3	236.3	222.5	225.4	229.0	231.6	234.0	237.5	240.6	244.2	249.0r	250.2	252.8	260.3	265.4
Index of prices received by Alabama farmers *(1966-68 = 100)*	206.0	229.0	244.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0	228.0r	233.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.512	.461	.483	.478	.473	.467	.462	.457	.452	.448	.444	.440	.435	.429	.423
Wholesale prices	.478	.425	.446	.441	.435	.431	.429	.423	.420	.414	.408	.405	.401	.393	.385
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,588.0r	1,625.0	1,583.4	1,598.3	1,602.2	1,632.3	1,646.8	1,657.8	1,632.6	1,647.6	1,656.6	1,638.3	1,632.0	1,608.1	1,615.6
Unemployment	101.0r	116.0	112.8	115.5	105.1	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0	126.2	125.4
Unemployment rate	6.3r	7.1	7.1	7.2	6.6	6.7	7.8	8.0	7.2	7.2	6.[illegible]	6.9	7.2	7.9	7.8
Employment	1,487.0r	1,509.0	1,470.6	1,482.8	1,497.1	1,522.2	1,518.9	1,525.4	1,514.9	1,529.4	1,542.5	1,524.9	1,514.0	1,481.9	1,490.2
Nonagricultural	1,336.5r	1,362.8	1,339.9	1,348.8	1,358.2	1,362.1	1,366.6	1,369.8	1,363.8	1,370.8	1,378.1	1,377.9	1,378.2	1,362.2	1,366.3
Manufacturing	368.9r	374.6	372.9	373.8	375.8	373.7	376.4	375.6	375.7	375.0	375.7	373.8	372.6	371.1	371.1
Durable goods	180.2r	186.2	184.7	185.9	187.0	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5	183.7	183.4
Lumber and wood products	30.2r	30.4	29.8	30.5	30.5	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8	29.4	29.8
Stone, clay, glass products	10.8	10.7	10.5	10.6	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6	10.5	10.4
Primary metals	44.6	44.5	44.9	45.0	45.2	45.1	45.8	45.2	44.7	44.3	43.5	43.2	42.7	42.9	42.6
Blast furn. and steel works	18.2r	18.1	18.5	18.6	18.6	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1	17.1	17.0
Iron and steel foundries	14.8r	14.5	14.3	14.3	14.3	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5	14.7	14.3
Fabricated metals	26.0r	26.0	25.4	25.6	26.2	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1	25.6	25.6
Machinery (incl. electrical)	31.3r	34.6	34.2	34.5	34.6	34.8	35.4	34.9	34.3	34.4	34.6	34.8	34.8	34.6	34.3
Transportation	20.5r	23.5	23.2	23.3	23.7	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3	24.4	24.6
Other durable goods	16.8r	16.5	16.7	16.4	16.1	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2	16.3	16.1
Nondurable goods	188.7r	188.4	188.2	187.9	188.8	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1	187.4	187.7
Food	27.6r	28.2	27.5	27.2	27.7	27.9	28.4	28.7	28.2	28.7	28.8	28.7	28.6	27.9	27.6
Textile mill products	45.6	44.2	45.3	44.9	44.7	44.1	43.7	43.5	43.9	43.7	43.7	43.8	43.7	43.6	43.8
Apparel	53.7r	52.8	52.4	52.6	52.7	52.4	53.2	51.[illegible]	53.2	53.1	53.6	52.3	52.5	52.5	52.7
Paper and allied products	19.7r	20.2	20.5	20.4	20.5	20.4	20.7	20.7	20.3	19.6	19.6	19.9	20.1	20.0	20.2
Printing and publishing	9.9	10.1	10.0	10.1	10.2	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9	9.9	9.9
Chemicals and allied products	15.5r	16.2	15.7	15.8	15.9	16.2	16.6	16.6	16.6	16.3	16.4	16.5	16.4	16.6	16.6
Rubber products	13.5	14.0	14.2	14.3	14.5	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2	14.2	14.2
Other nondurable goods	3.2	2.7	2.6	2.6	2.6	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7
Nonmanufacturing	967.6r	988.2	967.0	975.0	982.4	988.4	990.2	994.2	988.1	995.8	1,002.4	1,004.1	1,005.6	991.1	995.2
Mining and quarrying	14.1r	16.7	16.1	16.1	16.7	16.7	16.9	16.8	17.0	17.1	17.0	17.3	17.2	17.3	17.1
Bituminous coal mining	10.2r	12.4	12.0	12.0	12.3	12.3	12.4	12.2	12.5	12.6	12.5	12.7	12.6	12.7	12.6
Contract construction	78.8r	75.4	68.5	72.1	74.3	77.3	79.4	79.4	78.8	78.4	77.6	76.3	73.2	66.5	68.4
Trans., comm., and utilities	69.8r	71.9	70.1	71.2	70.8	72.0	72.2	72.5	72.7	71.8	73.9	72.5	72.6	72.1	72.1
Trade	269.7r	275.8	269.0	271.2	274.7	275.0	275.3	275.6	276.2	277.2	277.7	280.8	285.7	279.8	277.9
Wholesale	71.9r	73.4	71.8	72.4	72.9	73.1	73.9	73.7	73.8	74.3	74.7	74.5	74.3	74.6	74.9
Retail	197.8r	202.4	197.2	198.8	201.8	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4	205.2	203.0
Finance, insurance, real estate	57.5r	58.2	57.2	57.7	57.9	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.0	57.9	58.0
Service and miscellaneous	191.8r	198.2	193.9	195.4	197.6	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2	200.1	200.6
Government	285.9r	292.0	292.2	291.3	290.4	291.2	288.2	291.1	284.1	292.1	297.4	298.8	297.7	297.4	301.1
Federal	64.0r	63.4	63.3	62.5	61.2	62.0	64.4	64.5	64.7	64.6	63.5	63.2	63.3	63.3	63.7
State and local	221.9r	228.6	228.9	228.8	229.2	229.2	223.8	226.6	219.4	227.5	233.9	235.6	234.4	234.1	237.4

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979											1980	
	1978	1979	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	21,537	26,105	23,413	30,434	32,953	28,365	29,456	23,414	26,961	21,359	17,189	30,688	......
Nonagricultural placements	109,979	109,512	6,739	8,652	7,958	8,852	13,975	14,316	10,770	9,220	9,716	6,960	5,189	6,742	......
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	30,242	32,653	26,812	27,089	29,457	47,001	29,327	28,397	29,851	28,970	33,604	71,648	......
Payments *($1,000)*	107,482	134,185	11,295	12,913	9,874	10,782	9,818	11,599	11,927	9,535	11,344	10,608	11,310	16,501	......
County data *(civilian labor force and unemployment rate)*															
Autauga	12,754	13,577	13,423	13,255	13,339	13,764	13,754	13,860	13,573	13,678	13,688	13,720	13,665	13,496	13,522
	6.5	6.8	8.7	7.1	6.8	7.6	6.5	7.0	5.7	6.1	6.0	6.5	6.2	7.0	6.8
Baldwin	29,408	30,260	29,122	29,735	29,917	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708	30,328	30,215
	6.0	7.0	5.7	6.4	6.5	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8	8.2	7.4
Barbour	11,180	11,310	11,019	11,009	11,281	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108	10,752	10,734
	7.1	8.7	9.3	7.6	7.8	7.4	9.4	9.5	9.9	10.6	8.7	8.6	8.2	8.1	8.4
Bibb	5,124	5,185	5,281	5,268	5,069	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213	5,049	5,104
	9.4	9.9	11.1	11.0	11.4	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3	15.1	11.5
Blount	13,606	13,584	12,973	13,132	13,245	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484	12,989	13,134
	5.8	6.6	6.7	6.6	6.4	6.3	6.9	6.7	6.3	6.2	6.6	6.6	7.0	7.7	7.5
Bullock	4,254	4,541	4,178	4,256	4,295	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571	4,257	4,367
	7.0	8.5	6.9	7.0	7.0	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0	7.8	8.0
Butler	8,373	8,474	8,257	8,363	8,360	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445	8,182	8,297
	6.2	8.5	7.5	7.5	6.9	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8	8.5	8.4
Calhoun	42,709	43,348	42,190	42,753	42,560	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677	43,901	43,916
	7.3	7.8	7.8	8.4	7.2	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8	9.1	9.1
Chambers	17,603	16,526	16,601	16,631	16,474	16,241	16,978	17,587	16,499	16,331	16,152	16,009	16,254	15,818	15,838
	5.3	9.1	7.5	8.5	9.8	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3	8.2	8.0
Cherokee	9,432	9,708	9,150	9,398	9,497	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835	9,377	9,616
	5.7	5.6	5.7	5.5	5.0	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8	5.7	6.0
Chilton	11,931	12,270	12,043	12,234	12,014	12,425	12,430	12,262	12,380	12,545	12,500	12,301	12,092	11,857	11,920
	7.3	8.4	8.4	8.3	8.3	8.2	8.9	9.3	7.4	7.5	7.6	8.2	9.7	10.6	10.0
Choctaw	5,353	5,295	5,224	5,202	5,290	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,263	5,401	5,320
	7.2	8.1	8.2	7.6	7.7	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9	8.0	7.7
Clarke	9,790	9,923	9,858	9,862	9,907	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853	9,861	10,039
	8.2	8.0	7.8	8.0	6.7	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0	7.6	7.9
Clay	5,674	5,709	5,781	5,764	5,759	5,859	5,695	5,748	5,617	5,733	5,876	5,521	5,510	5,460	5,461
	6.1	10.6	10.7	10.7	11.2	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1	11.5	10.7
Cleburne	4,632	4,980	4,824	4,967	4,866	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098	5,021	4,977
	5.0	6.0	6.1	8.2	5.1	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6	8.1	7.5
Coffee	18,137	19,829	18,899	19,291	19,744	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079	20,116	19,622
	4.9	5.1	5.0	5.7	4.5	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9	9.6	6.5
Colbert	22,115	22,133	21,556	21,670	22,025	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383	22,221	22,048
	7.2	8.3	7.4	7.6	7.5	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8	12.4	11.2
Conecuh	6,584	7,110	6,878	6,886	7,007	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925	7,099	6,892
	5.8	8.1	7.0	6.6	6.8	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4	8.8	7.4
Coosa	4,839	5,205	5,158	5,145	5,111	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229	5,171	5,219
	5.3	6.1	5.0	5.7	5.3	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4	6.3	6.4
Covington	15,357	15,361	15,477	15,292	15,115	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086	15,143	15,101
	5.7	6.3	11.0	7.5	6.0	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9	7.6	6.6
Crenshaw	6,431	6,600	6,260	6,383	6,369	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372	6,199	6,225
	5.4	6.1	7.0	5.3	4.5	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1	7.9	7.4
Cullman	24,681	25,659	24,727	25,575	25,518	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578	24,604	24,922
	6.5	7.7	7.5	8.9	6.4	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2	9.0	10.1
Dale	10,171	10,806	10,263	10,252	10,764	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997	11,012	11,251
	6.7	7.1	6.6	6.7	8.5	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8	7.4	7.3
Dallas	20,769	21,521	20,834	20,852	21,171	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497	21,046	21,338
	8.8	9.3	9.0	9.2	9.4	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3	9.2	9.7
DeKalb	24,498	25,577	24,502	25,031	25,248	25,546	25,453	26,397	26,331	26,504	26,452	25,794	25,589	25,202	25,413
	6.0	6.2	6.7	6.7	6.4	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2	7.1	7.3
Elmore	17,699	18,983	18,443	18,570	18,680	19,083	19,429	19,379	19,139	19,232	19,239	19,155	19,150	18,868	18,942
	4.8	5.5	5.8	6.0	5.7	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1	5.6	5.6
Escambia	14,989	15,639	15,371	15,513	15,401	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468	15,167	15,250
	6.8	8.6	8.7	8.9	8.0	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0	8.2	8.2
Etowah	39,597	41,225	40,232	40,437	40,597	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350	41,772	41,532
	7.0	7.5	7.3	7.1	6.8	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9	9.1	9.2
Fayette	9,638	9,956	9,676	9,464	9,664	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799	9,600	9,653
	6.0	6.4	8.0	7.1	5.8	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5	7.4	7.3
Franklin	11,067	11,408	11,202	10,940	11,068	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515	11,402	11,621
	7.7	8.7	10.3	8.3	7.2	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2	13.4	14.5
Geneva	10,397	11,750	11,715	11,182	11,486	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838	11,578	11,686
	6.2	5.3	9.4	5.5	5.0	4.9	5.6	6.7	4.5	4.1	4.5	4.1	4.5	5.5	5.5
Greene	4,332	4,047	4,112	3,947	4,048	4,318	4,139	4,205	4,096	4,181	4,131	3,915	3,765	3,719	3,770
	10.0	14.2	14.3	17.9	16.8	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5	12.9	13.3
Hale	4,811	4,771	4,562	4,658	4,795	4,949	4,801	5,062	4,736	4,900	4,949	4,686	4,587	4,523	4,508
	10.6	12.4	12.0	12.7	13.5	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0	15.0	13.9
Henry	6,776	6,762	6,492	6,581	6,778	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620	6,312	6,412
	6.9	6.0	7.4	7.2	5.7	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0	5.5	5.8
Houston	38,083	37,502	35,919	36,255	36,869	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551	37,111	37,167
	5.3	5.5	6.0	5.7	5.3	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9	5.6	5.7
Jackson	20,333	20,281	19,937	20,011	20,120	20,154	20,312	20,669	20,397	20,699	20,705	20,497	20,283	20,047	20,112
	6.9	8.1	7.8	8.0	8.3	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9	10.0	10.0
Jefferson	302,793	301,639	294,339	298,027	296,882	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380	301,170	302,162
	5.4	6.1	5.9	6.3	5.5	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4	6.6	6.6
Lamar	7,949	8,192	8,304	8,460	8,212	8,097	8,028	8,109	8,085	8,223	8,282	8,146	8,105	7,956	7,870
	5.5	5.7	4.9	7.5	6.9	4.8	5.7	5.4	5.1	5.4	5.2	5.8	7.0	6.7	5.5
Lauderdale	32,496	34,141	33,183	33,221	33,560	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166	33,634	33,719
	5.9	8.4	7.3	7.1	6.3	7.2	9.1	9.3	9.0	9.1	9.1	9.6	9.9	10.7	10.5
Lawrence	12,566	14,083	13,846	14,104	14,375	14,487	14,795	14,741	14,528	14,412	13,972	13,349	12,908	12,582	12,605
	7.3	8.7	8.2	9.9	7.1	7.1	8.1	8.8	9.4	8.4	8.7	9.5	10.8	11.6	11.8
Lee	31,733	31,500	31,014	30,956	31,214	31.711	31,969	31,405	31,292	30,895	32,031	32,133	32,272	31,283	32,155
	4.0	4.6	4.4	4.3	4.2	4.7	4.7	5.1	5.3	4.8	4.6	4.2	4.7	4.4	4.5
Limestone	19,819	20,504	19,862	19,916	20,096	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910	20,552	20,623
	6.6	7.6	7.8	7.2	6.8	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8	9.2	9.6
Lowndes	4,376	4,460	4,224	4,222	4,339	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806	4,466	4,602
	7.4	9.0	10.2	9.0	7.7	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4	11.3	12.2
Macon	7,231	7,394	7,132	7,193	7,242	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369	7,296	7,315
	6.4	7.3	7.5	7.5	6.5	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0	6.5	6.8
Madison	86,159	87,078	83,518	86,462	85,087	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226	85,753	86,270
	6.1	7.0	6.3	8.6	6.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5	7.0	7.6
Marengo	8,839	8,721	8,427	8,480	8,682	8.784	8,844	8,938	8,643	8,808	8,987	8,895	8,796	8,573	8,658
	6.8	7.7	7.3	7.1	8.7	7.0	8.1	10.0	6.8	7.9	7.5	7.8	7.3	8.1	8.8
Marion	11,612	12,064	11,978	11,967	12,009	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974	11,933	11,939
	6.6	9.2	13.5	9.5	7.7	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3	11.7	9.2
Marshall	27,349	28,816	28,063	28,183	28,309	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093	28,841	28,922
	7.1	7.4	8.0	7.6	6.8	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6	8.9	9.1
Mobile	149,460	150,035	145.295	147,852	147,223	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785	147,054	147,503
	7.2	8.3	7.6	7.9	7.1	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9	7.4	7.2

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979											1980	
	1978	1979	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	11,134	10,663	10,461	10,441	10,330	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427	10,342	10,260
	6.8	8.2	7.9	7.8	7.0	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6	8.6	7.5
Montgomery	83,586	86,220	83,260	83,608	84,222	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104	85,994	86,277
	5.5	5.7	5.4	5.3	5.1	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4	6.1	6.1
Morgan	34,984	36,065	35,127	35,509	35,514	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027	35,641	35,954
	6.5	7.3	7.1	7.2	6.6	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6	8.8	9.5
Perry	4,610	4,821	4,609	4,608	4,639	4,835	4,808	5,057	4,874	4,929	4,990	5,040	4,873	4,755	4,780
	8.4	8.2	9.2	7.8	6.1	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8	8.4	7.4
Pickens	8,101	7,953	7,811	7,826	7,947	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838	7,770	7,819
	8.7	8.8	9.4	8.1	9.9	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7	10.0	10.9
Pike	12,457	13,297	13,034	13,079	13,193	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757	12,516	13,141
	5.2	4.8	5.3	4.3	4.3	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6	5.5	5.3
Randolph	8,140	7,624	7,621	7,668	7,800	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559	7,257	7,541
	10.4	10.5	13.8	10.9	10.0	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0	8.4	11.8
Russell	18,407	17,511	17,249	17,445	17,231	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559	17,475	17,463
	7.2	8.0	8.1	8.6	7.6	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2	9.1	8.9
St. Clair	15,399	16,796	16,402	16,551	16,608	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259	16,944	16,978
	4.9	5.9	5.7	5.8	5.7	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9	7.3	7.1
Shelby	22,682	26,533	25,930	26,064	26,209	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969	26,446	26,509
	6.5	5.8	5.7	5.5	5.6	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8	6.2	6.0
Sumter	6,571	6,635	6,572	6,628	6,581	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452	6,461	6,488
	5.9	6.9	6.7	5.9	6.2	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6	7.0	7.2
Talladega	26,864	28,162	27,655	27,910	28,098	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277	28,156	28,491
	8.3	10.4	9.4	9.7	10.0	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3	12.0	12.4
Tallapoosa	16,081	15,638	15,419	15,581	15,427	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786	15,642	15,852
	5.5	6.3	6.1	6.2	6.5	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2	6.1	6.1
Tuscaloosa	51,592	51,589	51,454	51,505	52,276	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123	52,046	52,110
	6.9	6.1	6.9	6.5	5.9	6.3	6.4	6.1	5.9	5.7	5.2	5.4	5.9	7.5	6.5
Walker	28,938	31,188	31,059	30,702	30,876	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744	31,348	31,570
	6.8	8.4	10.0	8.3	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6	9.5	9.8
Washington	5,654	6,138	5,864	5,849	5,933	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249	6,220	6,383
	10.1	9.8	10.9	12.5	9.9	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6	6.9	8.3
Wilcox	4,861	4,979	4,887	4,848	4,904	5,022	5,039	5,266	4,965	5,055	5,104	5,032	4,905	4,863	5,086
	7.1	9.6	10.6	9.3	8.8	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7	8.6	11.1
Winston	7,432	7,746	7,623	7,618	7,668	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846	7,500	7,391
	8.9	11.4	12.4	12.1	9.2	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5	15.7	13.2
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	1,049,905	......	39,032	44,665	43,823	64,518	50,712	62,229	64,604	56,786	66,865	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	35,633	......	1,210	988	1,787	1,789	1,476	2.290	2,066	1,430	1,771	......	......	......	......
Exports															
Value *($1,000)*	913,311	......	67,597	93,164	46,158	53,631	65,434	55,543	73,641	36,998	100,924	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	10,454	......	696	873	522	442	538	555	616	234	850	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	34,783	37,953	2,519	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874	3,602	3,980
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	22,495	21,905	2,242	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802	2,021	1,991
Gasoline sales[9] *(1,000 gallons)*	2,163,414	2,074,362	161,156	179,910	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987	164,815	158,602
New passenger car registrations[10] *(number)*	176,113	161,661	12,925	15,562	14,718	15,447	12,69	13,196	15,088	10,340	14,362	11,008	12,547	......	......
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,708	3,004	223	249	239	250	275	251	259	257	253	256	271	256	249
General stores with food and gas	188	229	15	18	18	19	21	20	21	20	21	20	21	20	20
General merchandise	1,778	1,928	120	147	155	156	149	140	157	146	158	198	284	122	131
Apparel	423	457	28	37	39	36	35	33	39	35	38	41	63	32	29
Furniture, furnishings, etc.	461	512	36	42	39	43	43	43	45	41	45	46	52	42	39
Automotive	2,708	2,686	210	257	235	245	221	221	251	203	236	204	197	194	201
Gasoline service stations	859	1,039	68	82	78	85	88	91	102	97	105	100	103	100	102
Lumber and building materials	850	898	55	74	72	81	80	77	82	76	90	82	70	67	68
Hardware and farm implements	423	419	28	37	39	39	37	32	38	34	42	34	32	28	29
Eating places	809	896	64	77	74	77	77	77	81	74	78	75	81	73	68
Drug stores	362	407	32	33	32	34	33	32	33	32	35	34	42	35	37
All other retail	1,968	2,137	149	177	183	199	179	162	183	166	194	181	212	168	164
Total sales by retail concerns	13,537	14,612	1,027	1,231	1,204	1,264	1,236	1,179	1,289	1,180	1,295	1,271	1,429	1,136	1,136
Nonretail and unclassified concerns	4,573	4,514	317	370	361	387	373	367	402	376	411	388	422	395	388
Total all sales at retail	18,110	19,126	1,344	1,601	1,565	1,652	1,609	1,546	1,691	1,557	1,705	1,659	1,851	1,531	1,524
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	378,338	385,147	26,027	32,825	32,068	34,023	33,388	31,431	35,236	30,799	32,551	31,929	36,537	28,120	29,532
Birmingham	4,856,558	5,401,870	386,576	448,230	440,924	456,074	455,421	435,483	476,323	443,821	480,962	456,885	519,941	435,154	433,327
Florence	462,969	503,981	34,924	42,026	41,842	44,378	41,640	39,724	44,654	42,018	44,852	42,802	49,148	38,467	34,615
Gadsden	371,328	401,373	28,446	35,001	33,533	35,878	33,951	32,741	36,543	33,313	35,295	33,434	34,794	31,055	29,295
Huntsville	1,110,227	1,172,070	83,087	102,060	96,077	105,922	98,959	96,740	104,046	95,125	102,085	98,008	104,874	91,173	88,773
Mobile	1,757,700	1,862,196	132,225	159,912	153,668	158,875	152,973	149,655	159,612	139,561	184,402	177,967	190,070	168,408	164,471
Montgomery	1,196,843	1,194,939	88,334	103,230	98,825	104,746	101,160	99,033	107,27[illegible]	96,987	102,213	100,678	106,071	92,237	95,942
Tuscaloosa	474,953	502,857	35,965	41,917	40,917	43,330	42,297	40,338	44,422	42,209	45,824	43,459	46,361	39,058	39,382
Counties															
Autauga	85,288	89,608	7,204	7,688	8,176	7,960	7,675	7,133	7,837	7,207	7,755	7,152	7,416	6,631	6,487
Baldwin	273,318	298,158	19,980	25,583	25,090	27,455	27,758	24,534	25,966	21,380	27,677	25,916	27,332	25,221	27,237
Barbour	56,554	59,776	4,311	5,251	5,537	5,165	5,208	4,643	5,072	4,662	5,243	5,054	5,557	4,616	4,708
Bibb	27,255	28,783	1,889	2,296	2,271	2,422	2,593	2,264	2,705	2,435	2,737	2,529	2,663	2,184	2,121
Blount	76,382	83,228	5,451	7,105	6,616	7,463	8,238	7,455	7,528	7,041	7,501	6,306	6,992	5,787	6,143
Bullock	24,934	27,756	2,027	2,328	2,012	2,259	2,407	2,339	2,356	2,436	2,306	2,410	2,552	2,577	2,360
Butler	59,353	61,472	4,237	5,301	4,976	5,439	5,365	4,886	5,325	4,766	5,565	5,116	5,818	5,081	5,207
Calhoun	378,338	385,147	26,027	32,825	32,068	34,023	33,388	31,431	35,236	30,799	32,551	31,929	36,537	28,120	29,532
Chambers	68,953	82,689	5,409	6,786	6,632	7,017	7,300	7,150	7,709	6,942	7,590	7,112	7,073	6,987	6,195
Cherokee	46,189	50,318	3,263	4,554	4,499	4,838	4,611	3,838	4,249	4,017	4,736	3,858	4,222	3,796	3,650
Chilton	72,620	79,196	5,691	6,996	6,450	7,328	7,067	6,581	7,014	6,437	6,761	6,323	6,930	5,993	5,885
Choctaw	37,245	42,740	2,985	3,515	3,500	3,573	3,655	3,384	3,810	3,424	3,878	3,737	4,273	3,757	3,685
Clarke	88,097	94,608	6,412	7,694	7,890	8,035	8,189	7,654	8,299	7,706	8,775	8,117	9,124	7,390	7,202
Clay	25,512	26,110	1,915	2,261	2,178	2,161	2,232	2,114	2,115	2,163	2,308	2,249	2,384	2,109	2,121
Cleburne	18,897	19,802	1,495	1,784	1,686	1,755	1,803	1,574	1,719	1,493	1,821	1,635	1,688	1,560	1,535
Coffee	127,746	143,553	10,621	12,917	12,875	12,848	11,728	11,879	12,925	11,861	12,834	11,350	11,275	10,423	10,652

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979											1980	
	1978	1979	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	220,100	252,294	18,214	20,688	20,810	22,552	21,060	20,095	23,104	21,504	22,746	20,396	22,735	20,625	14,999
Conecuh	38,525	36,470	2,619	3,421	2,951	3,150	2,920	2,857	3,068	3,024	3,314	3,158	3,161	2,568	2,926
Coosa	14,895	16,427	1,122	1,351	1,281	1,437	1,377	1,344	1,531	1,306	1,432	1,408	1,708	1,510	1,619
Covington	125,895	131,731	9,516	11,410	11,733	11,560	11,374	10,742	11,832	10,560	11,799	10,328	11,431	10,478	10,896
Crenshaw	31,640	33,242	2,298	3,047	2,731	3,278	2,855	2,878	2,921	2,572	2,841	2,803	2,731	2,582	2,630
Cullman	215,399	250,530	16,675	20,992	20,571	22,919	22,447	20,521	22,549	20,824	22,456	21,587	22,247	20,271	18,859
Dale	75,869	82,879	5,843	7,166	6,857	7,121	7,166	6,676	7,561	6,699	7,256	7,014	7,582	6,997	6,971
Dallas	194,607	209,651	14,813	18,657	17,504	19,029	18,586	16,402	18,905	16,604	18,066	17,076	18,992	16,338	15,796
DeKalb	147,697	156,475	10,631	13,532	12,936	14,292	13,304	13,293	14,132	13,022	13,901	12,897	13,549	11,390	11,320
Elmore	77,805	84,205	6,277	7,207	6,933	7,403	7,568	6,867	7,770	6,942	7,227	7,140	7,253	6,280	6,314
Escambia	142,384	148,204	10,468	12,570	11,880	12,655	12,696	11,515	13,241	11,772	14,618	12,957	13,225	11,109	11,887
Etowah	371,328	401,373	28,446	35,001	33,533	35,878	33,951	32,741	36,543	33,313	35,295	33,434	34,794	31,055	29,295
Fayette	89,529	97,712	6,393	7,994	7,978	9,067	8,464	8,011	9,562	8,402	8,361	8,205	8,886	7,083	6,930
Franklin	91,365	89,149	6,159	7,789	7,269	8,730	7,855	7,140	7,815	7,247	7,978	7,218	7,765	6,297	6,426
Geneva	99,129	107,778	7,906	9,232	9,142	9,746	9,185	8,759	9,221	9,191	9,364	9,030	9,371	8,250	9,131
Greene	19,818	19,966	1,348	1,769	1,590	1,968	1,847	1,660	1,717	1,527	1,884	1,682	1,772	1,446	1,423
Hale	30,557	33,199	2,329	2,762	2,771	2,949	3,010	2,526	2,793	2,726	2,919	2,945	3,124	2,508	2,759
Henry	43,841	45,563	3,257	4,244	4,186	4,149	4,026	3,457	3,889	3,919	3,820	3,662	3,453	3,036	3,208
Houston	429,803	430,091	30,319	37,860	35,543	37,916	36,617	35,833	39,447	34,728	37,146	35,284	39,019	33,483	34,012
Jackson	147,746	156,890	10,599	13,932	13,917	14,168	13,740	13,007	13,831	12,793	14,348	12,445	13,448	11,046	11,390
Jefferson	4,307,024	4,806,087	344,486	396,807	391,664	402,976	402,752	386,730	423,070	395,328	428,202	408,225	468,573	388,107	385,750
Lamar	30,047	33,369	2,269	2,878	2,878	3,173	2,903	2,652	2,829	2,750	2,906	2,752	3,022	2,654	2,468
Lauderdale	242,869	251,687	16,710	21,338	21,032	21,826	20,580	19,629	21,550	20,514	22,106	22,406	26,413	17,842	19,616
Lawrence	53,251	58,301	3,856	5,152	5,173	5,714	5,267	4,542	4,831	4,645	5,130	4,697	5,428	4,235	4,310
[illegible]	251,615	268,655	19,076	22,236	22,654	22,936	22,383	20,762	23,374	22,052	24,295	24,546	24,132	22,985	23,328
Limestone	128,949	137,881	9,090	11,842	11,945	13,132	12,092	11,226	11,695	11,612	12,348	11,371	12,542	10,192	10,129
Lowndes	21,844	23,347	1,660	1,971	1,932	2,099	2,155	1,878	1,996	1,858	2,033	2,054	2,024	1,601	1,536
Macon	43,409	42,695	3,010	3,722	3,506	3,712	3,784	3,572	3,970	3,344	3,753	3,614	3,544	3,112	3,089
Madison	712,693	746,699	53,326	64,952	60,746	67,126	61,699	61,107	67,053	59,984	64,510	63,415	67,542	59,056	57,482
Marengo	72,357	79,030	5,553	6,797	6,053	7,262	6,835	6,553	7,247	6,121	7,209	6,520	7,442	6,461	5,764
Marion	65,426	70,551	4,963	6,311	5,878	6,369	5,897	5,703	6,203	6,020	6,334	5,706	6,198	5,058	5,391
Marshall	268,585	287,490	20,671	25,266	23,386	25,664	25,168	24,407	25,298	23,529	25,227	23,222	24,790	21,925	21,162
Mobile	1,484,382	1,564,038	112,245	134,329	128,578	131,420	125,215	125,121	133,646	118,181	156,725	152,051	162,738	143,187	137,234
Monroe	156,798	99,191	8,587	10,418	9,048	9,295	7,881	6,803	8,314	7,811	8,375	7,326	7,191	6,768	7,340
Montgomery	1,033,750	1,021,126	74,853	88,335	83,716	89,383	85,917	85,033	91,664	82,838	87,231	86,386	91,402	79,326	83,141
Morgan	464,592	435,939	30,918	34,693	35,009	37,302	38,964	36,026	39,942	36,198	40,041	35,401	38,398	37,180	35,271
Perry	28,053	30,752	2,077	2,682	2,633	2,545	2,614	2,542	2,753	2,548	2,753	2,680	2,717	2,281	2,333
Pickens	47,704	50,915	3,647	4,506	4,024	4,811	4,933	4,082	4,422	3,926	4,513	4,340	4,425	3,703	4,131
Pike	89,389	91,856	6,218	8,020	8,249	8,625	8,012	7,117	8,142	7,366	8,508	7,460	7,494	7,040	6,890
Randolph	51,960	51,178	3,947	4,632	4,014	4,354	4,488	3,755	4,021	4,094	4,321	4,233	5,005	4,133	4,220
Russell	83,268	85,485	6,103	7,335	7,099	7,699	7,564	7,056	7,503	6,922	7,498	7,019	7,401	6,689	6,705
St. Clair	94,879	107,685	7,278	9,159	8,799	9,907	9,984	9,415	10,346	9,581	9,268	8,544	8,246	7,924	8,235
Shelby	231,350	247,820	17,048	20,702	20,501	22,004	22,552	20,108	21,707	20,053	22,837	20,110	21,066	19,635	19,616
Sumter	30,578	33,528	2,224	2,821	2,606	2,800	3,000	2,802	2,959	2,825	3,048	2,872	3,111	2,721	2,727
Talladega	184,561	200,316	14,286	17,622	16,508	16,963	17,225	16,583	17,934	16,364	17,454	16,456	18,153	16,250	16,408
Tallapoosa	116,459	118,813	8,199	10,337	9,508	10,218	10,520	9,728	10,540	9,662	10,229	10,163	11,390	9,570	9,888
Tuscaloosa	474,953	502,857	35,965	41,917	40,917	43,330	42,297	40,338	44,422	42,209	45,824	43,459	46,361	39,058	39,382
Walker	223,305	240,278	17,764	21,562	19,960	21,187	20,133	19,230	21,200	18,859	20,655	20,006	22,056	19,488	19,726
Washington	23,013	27,358	1,971	2,145	2,145	2,410	2,222	1,983	2,381	2,357	2,748	2,631	2,629	2,533	2,358
Wilcox	29,989	31,495	2,308	2,581	2,591	2,839	2,921	2,485	2,690	2,560	2,727	2,775	2,813	2,389	2,672
Winston	79,900	60,386	4,350	5,444	5,154	5,856	5,244	4,986	5,352	5,042	5,210	4,782	4,824	4,396	4,446
Statewide[11]	2,908,331	2,961,989	195,494	227,271	232,767	247,015	236,685	236,958	261,110	246,002	254,613	280,164	343,819	237,194	237,628
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	10,003	15,714	1,122	551	793	840	1,195	415	1,247	6,887	467	258	1,146	619	323
Residential	5,366	5,316	268	412	84	378	238	220	363	2,972	110	35	50	99	177
Nonresidential	3,482	9,038	757	26	554	317	866	109	734	3,848	242	78	991	10	70
Birmingham															
Building permits ($1,000)															
Total	115,704	133,537	4,011	13,347	7,635	15,801	10,367	12,367	10,880	15,068	9,276	15,453	4,742	7,222	8,053
Residential	30,517	39,187	899	4,142	3,534	2,044	1,964	2,117	2,620	9,392	895	9,661	683	618	938
Nonresidential	38,577	26,260	860	1,907	1,157	3,186	839	3,692	4,368	1,018	2,279	1,269	2,259	1,659	2,194
Decatur															
Building permits ($1,000)															
Total	49,063	48,728	1,093	1,706	4,692	5,213	5,397	5,103	5,524	5,719	5,589	4,160	3,478	3,429	3,544
Residential	14,710	13,588	796	1,003	1,158	1,472	1,366	1,269	1,438	1,697	1,366	1,077	768	862	879
Nonresidential	32,950	33,606	211	691	3,386	3,574	3,860	3,661	3,909	3,874	4,049	2,952	2,614	2,444	2,537
Dothan															
Building permits ($1,000)															
Total	17,171	28,431	1,797	3,642	2,363	1,497	2,923	2,190	1,332	2,846	2,864	3,473	418	1,086	1,504
Residential	7,434	11,655	1,058	1,152	1,400	979	1,766	497	936	575	475	1,779	228	637	456
Nonresidential	7,194	13,448	550	2,263	696	203	808	1,408	218	2,098	1,850	1,260	64	254	760
Gadsden															
Building permits ($1,000)															
Total	16,498	13,488	1,306	651	2,064	1,091	1,101	1,027	1,158	760	991	1,695	284	887	457
Residential	5,904	5,261	122	190	1,515	564	559	445	548	242	560	635	100	493	118
Nonresidential	8,588	5,309	1,063	174	253	294	298	335	364	290	187	870	11	178	14
Huntsville															
Building permits ($1,000)															
Total	60,331	52,811	2,818	7,584	5,812	3,380	5,765	6,542	1,786	3,878	3,358	4,022	1,646	1,557	17,622
Residential	29,097	15,993	620	2,531	1,061	1,764	1,842	1,164	1,178	2,757	1,492	679	352	336	1,313
Nonresidential	25,497	30,252	1,593	4,398	3,739	1,224	3,545	4,873	608	602	1,188	2,734	821	781	15,779
Mobile															
Building permits ($1,000)															
Total	78,754	85,472	4,004	4,697	4,594	13,378	10,520	5,352	8,960	3,280	10,475	5,341	5,898	8,300	16,175
Residential	25,381	24,430	883	1,304	1,382	5,386	4,470	832	5,207	876	1,721	660	622	2,093	999
Nonresidential	41,272	36,847	2,256	2,334	2,082	6,522	4,864	3,532	2,247	525	1,549	724	2,893	3,840	12,905
Montgomery															
Building permits ($1,000)															
Total	88,523	84,898	9,011	8,686	6,324	11,112	14,798	5,020	8,714	4,825	2,836	5,327	1,700	5,843	6,945
Residential	42,252	45,335	3,049	5,498	4,981	5,844	10,046	2,293	5,862	2,455	1,340	1,490	578	3,271	2,246
Nonresidential	36,716	29,442	5,451	2,344	596	4,379	3,856	1,808	1,904	1,539	501	3,004	96	1,729	2,211

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979											1980	
	1978	1979	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,412	25,180	1,832	2,754	3,342	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779	1,234	2,106
Residential	16,330	15,725	930	2,379	2,267	1,787	1,216	871	1,463	1,051	2,672	836	250	300	521
Nonresidential	15,011	5,842	595	86	820	700	658	755	278	128	329	94	1,450	647	1,432
Selma															
Building permits *($1,000)*															
Total	6,474	7,041	402	995	450	426	538	650	703	576	552	198	989	867	292
Residential	1,765	3,368	264	351	159	274	234	429	270	212	160	62	503	80	138
Nonresidential	3,296	1,864	......	463	101	48	92	59	160	262	200	......	435	36	......
Tuscaloosa															
Building permits *($1,000)*															
Total	29,257	32,021	1,777	2,726	1,214	2,065	2,737	6,555	5,474	3,147	3,744	677	762	595	3,180
Residential	16,549	12,622	1,097	1,565	791	1,453	2,221	793	1,046	699	1,314	442	388	277	1,433
Nonresidential	8,916	15,913	492	798	192	422	103	5,485	4,112	2,025	2,050	10	84	178	1,609

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. *r* Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Notes

Retail Trade Annual Estimates. In the past, we have noted that the retail trade data for the latest months may be incomplete since some retail firms may not report their sales to the Alabama Department of Revenue until several months after the sales have been made. These data are included in later revised retail sales estimates, but their initial absence results in the early reports underestimating retail activity.

In recent weeks, several parties have raised questions concerning the annual retail trade figures published in *Alabama Business*. Here, once again, the preliminary annual totals may be low due to late reporters.

At present, these data are produced once a year at the time the January data for the new year are first included. The computer at that time prepares a total for the first twelve months on record. For this year, the first twelve months included January through December 1979.

As previously noted, these data for 1979 are probably low. In comparison with the 1978 retail trade data—which are also still in preliminary form—the 1979 data are lower for several counties. The problem was caused by some 1979 wholesale sales being recorded as retail sales. Our current retail trade file is being corrected.

To solve these same reporting problems for past records and to make the retail trade estimates for all years more accurate, the research staff of the Center for Business and Economic Research is presently developing a computer program to revise retail trade totals for 1978. As a part of this effort, steps are being taken to revise the preliminary annual totals for the latest year on a continuous basis until a final revised total is available.

Because of the massive size of the retail trade data involved, these operations may take several months to complete. Nevertheless, the process to create these new procedures has been initiated, and we will publish the revised 1978 retail trade annual totals as soon as possible.

* * * * *

Alabama Business at a Glance. To simplify the reading of the charts published each month to "Alabama Business at a Glance," we hope to create a simpler means of differentiating the various categories of firms. Several parties have noted that they have difficulty in reading the charts because they cannot differentiate the tiny triangles, squares, and diamonds used to designate separate categories. Efforts are now under way to reprogram the computer which creates these charts.

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The Economy in Perspective:

The Recession of 1980

The long-awaited recession of 1980 is finally upon us. According to many government and private forecasts, it was supposed to have been the recession of 1979. However, those forecasts went through an embarrassing series of revisions and postponements as a splurge of inflation-induced consumer spending kept the economy in a holding pattern for almost a year. Only a belated policy of monetary restraint, coupled with promises of fiscal restraint, has finally sent the economy into the descending path of recession.

In March 1980, the U.S. unemployment rate was estimated to be 6.6%. The Consumer Price Index was rising at a 17% annual rate, and the GNP deflator (a broader measure of inflation) was rising at a 9.5% annual rate. The unemployment rate can be expected to rise during the remainder of 1980, perhaps reaching the 8% level by year-end. The crucial question is: What will happen to the inflation rate? It is to be hoped that inflation and inflationary expectations will be squeezed out of the system by the developing recession. Certainly, the paradoxical satisfaction which has been expressed in reaction to the recession by many persons in the economic and financial community is based on the hope that inflation will be brought under control.

Based on past experience, the recession probably will bring our inflated economy back down to earth, but it is likely to be a rough landing. Also, we should avoid the false hope that a recession will automatically prevent a recurrence of double-digit inflation two or three years hence. All that a recession can do is provide policymakers with an opportunity to start over. Unless monetary and fiscal policy are managed prudently and consistently, we will only repeat recent history.

Some forecasts anticipate that the inflation rate will be down to "only" 6% or 7% in 1981. The dangerous part of such forecasts is the word "only" expressed in connection with a 7% inflation rate. Certainly, 7% is better than 14%, the anticipated average for 1980. But if we come to view single-digit inflation as acceptable, then we set the stage for a repetition of the inflation cycle. The very real economic and human costs and losses of the present recession will have been endured for nought.

The previous U.S. recession, the worst in our history since the 1930s, began in December 1973. Real Gross National Product fell throughout 1974 and throughout the first quarter of 1975. During the five quarters of recession, real GNP fell at a 5% average annual rate. Unemployment in the United States rose from 5% in January 1974 to a peak rate of 8.9% in May 1975 and remained above 8% throughout 1975.

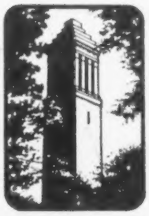
In Alabama, the January 1974 unemployment rate was 5.5%. It remained steady until the last quarter of 1974, then rose quickly to a peak of 8.6% in March 1975 and remained above 7% for the remainder of 1975.

The present recession is beginning with the base unemployment rates higher than they were in the 1973-75 recession. The economy has entered this recession after a year of slow real growth. Two key industries—housing and automobiles—are facing serious financial difficulties. These considerations point to the possibility that the 1980-81 recession may be at least as severe as the 1973-75 recession. If the pattern and severity of 1973-75 is repeated, we can expect that the U.S. unemployment rate will rise from the February 1980 level of 6% to a level of about 9.5% in mid-1981.

Significant elements of the unemployment picture are the duration of unemployment and the unemployment rate for married males. In the last recession, the duration of unemployment rose from 9.5 weeks for the average unemployed worker in January 1974 to 16.5 weeks in December 1975. The unemployment rate for married males was 2.3% in January 1974 and rose to a peak of 5.7% in May 1975. Similar patterns can be expected during the present recession.

As of February 1980, 7.8% of the Alabama civilian labor force was unemployed. This figure represents approximately 125,000 Alabama workers who are seeking jobs. If the pattern of the previous recession is repeated, the unemployment rate in Alabama could reach the 10% level by the second quarter of 1981.

—Ronald Bird



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Minicomputer Controls and Their Audit Impact

by

John O. Mason, Jr.*

The minicomputer industry has experienced dynamic growth during the past five years. Along with this growth have come problems in establishing effective internal control over the operation of the minicomputer in the small and medium-sized businesses which utilize computers for accounting applications. This article examines the minicomputer industry, the users of minicomputers, and the potential audit risks to which the independent auditor is exposed.

Current State of the Minicomputer Industry

The phenomenal growth of the minicomputer industry has generated price competition, which now makes it possible for even the very small business firm to own a computer. By 1985, it appears that only the smallest of business firms will not employ a computer for the processing of business data.

The number of vendors of minicomputer systems has also proliferated. Advances in large-scale integration of computer circuitry and chip technology have made it possible for almost anyone to get into the computer hardware business. A computer company can simply purchase the necessary circuitry from a vendor along with the peripheral components and assemble a hardware system a la carte. Potential purchasers may now choose from among more than 1,000 different brands. Needless to say, this has resulted in computer systems of uneven quality and in programming that has made the auditor's job very difficult.

Minicomputers on the market today have improved dramatically over their predecessors. The operating system in the new minicomputers permits the simultaneous processing of two or more application programs (multiprogramming). Attached to the minicomputer can be two or more cathode-ray-tube (CRT) terminals, depending on the processing size or power of the computer system. A few years ago, a microcomputer was defined as one to which only one input terminal was attached, but today even some micro-computers are capable of servicing more than one terminal. Also, a wide array of output devices—including magnetic tape, direct access storage devices, and various types of printers—can be attached to a minicomputer. Today's minicomputers thus have tremendous capabilities in terms of both increased processing power and the number of peripheral devices which can be attached to the central processing unit (CPU), the heart of the minicomputer system and the location of the computer's memory.

The number of software packages available has also increased at an incredible rate. Perhaps 50,000 or more software packages are now available, and the number could reach 100,000 to 200,000 or more within the next two or three years. In earlier years, software had to be custom designed for the individual user, but vendors now offer standardized software packages which can be tailored to the specific user's needs with only a slight modification of the programs. As a result, computer systems are becoming increasingly affordable to a large number of business firms.

Three basic types of software are inherent in a minicomputer environment: systems software, utility program software, and application software. *Systems software* includes programs incorporated in the system which control the programs in the computer's memory and monitor the operation of the computer by instructing it when to bring a particular program into the stream of operation. *Utility programs* perform functions that are common in many computer applications—for example, sort and merge runs. *Application software* includes programs that perform specific functions involving accounting procedures such as the preparation of payroll, accounts receivable updating, invoice preparation, etc.

A potential purchaser of a computer system may choose from among several different types of vendors. Many manufacturers of computer systems market their own computers. In addition, original equipment manufacturers (OEMs) also offer computer systems to the purchaser. Actually, an OEM is a system house that will usually buy a computer system from a manufacturer and then sell the hardware and software to the purchaser. This type of arrangement can be referred to as a turnkey installation. The OEM provides not only the hardware and software but also any training that is required for the purchaser's employees. Finally, software houses and independent consultants specialize in supplying software for a computer system. At last count, there were more than 185 computer manufacturers, 3,300 OEMs, and 500 retail stores and other operations.

As the trend continues toward more large-scale integration, computer processing ability which once required several hundred square feet of space can now be reduced into an area the size of a desk top or smaller. Single-chip computers which will contain voluminous processing ability will probably be developed in the near future. Since these chips are likely to be relatively inexpensive to produce, even further reductions in the cost of acquiring a computer system will occur. These declines in cost, however, will occur more slowly than in the past to accommodate increased service / support demands.

In shopping for a minicomputer system, the purchaser should be aware of what to expect in terms of cost, performance, and operation. The typical cost for the hardware of a minicomputer system is between $5,000 and $150,000. Although this appears to be a wide differential, the cost of the hardware is usually in direct correlation to the processing capability that is purchased. In addition to the hardware costs, software costs will range from 25% to 100% of the hardware costs. Here, a particular *caveat emptor* situation arises: in some cases, the software purchased for a system is not fully compatible with the hardware. To avoid this, a purchaser should deal only with a reputable vendor.

Since 1959, the cost / performance ratio for computers has increased approximately 20,000 times. The same dollar today buys 115 to 150 times the performance of 20 years ago. As computers became less expensive, the growth in the number of computers in use will continue. Minicomputers are becoming increasingly more efficient and powerful in relation to large computer systems. As this trend continues, the market for minicomputers is expected to expand to 30% to 40% per year, as compared to a projected growth rate of 12% for the larger computer systems.

The development of standardized application programs hastened the business community's decision to apply the efficiency and speed of computers for business purposes. Standardized application packages are today available to handle computer applications related to accounts receivable, general ledger, payroll, order entry, inventory, and accounts payable, as well as for various other accounting functions. With a minimum of cost, the user can purchase a standardized application package from a software house and tailor the package to meet his specific needs.

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Many minicomputer systems provide the advantage of an in-house computer system without the disadvantage of having to create a separate computer department. A bookkeeper who receives special training can operate many minicomputers. The operator generally enters data on a video display monitor and is assisted by special formats, instruction sequences, or graphics that appear on the display screen. Additionally, minicomputer owners can usually rely upon assistance from their vendor when problems arise with the computer system.

Many minicomputer systems provide for a simplification of data processing operations in that data entry, editing, and processing can be done by an operator at a single sitting. As the operator enters the data, an application program contains program checks that screen the data for accuracy. The data are then processed against the master file.

Another characteristic of minicomputers is their ability to accommodate multiple video display units. Multiple units can support a high volume of business activity and provide a means of increased system capability as volume and data processing requirements grow. Most minicomputers are in a modular design. Thus, as business activity grows, the minicomputer can be upgraded by the addition of more memory, input devices, and output devices. This expandability has been one of the major selling points of many microcomputer systems.

There are some weaknesses, however, in any minicomputer system when compared to a larger computer system. Minicomputers are slower by 20% to 600% or more and have limited input / output and file storage volumes. Moreover, when standard application packages are not available for the minicomputer, very complex programming is sometimes necessary to achieve the desired results.

Although the operating systems for minicomputers are improving over time, they are not as sophisticated and complex as those of larger computers. Audit controls over minicomputers are typically weak because standardized application packages are usually developed by programmers who have a limited knowledge of auditing. The result is that in many cases only a limited audit review is possible. Another weakness arises due to wide access to the computer by many individuals, for controls over access to a minicomputer system are usually much more lax than those in a large computer system.

Users

Before purchasing a computer system, the buyer should not be influenced by unrealistic expectations drawn by the vendor. A careful analysis of the type of computer system needed should be made by reliable advisors. "Reliable" advisors come in various degrees of reliability, but they include general business advisors, vendor analysts, accountants, bankers, professional computer consultants, and software vendors. Only after careful consideration should a particular computer configuration be purchased.

Problems tend to arise when the user of a computer system either overbuys or undercommits. This situation increases the risks to both management and auditors. Low up-front prices for a computer system often understate the risk. In many cases, a vendor will sell a computer under the pretense that it will handle all of the company's data processing needs. Experience could later prove that the initially inexpensive computer system has required expensive additions in order to incorporate all of the necessary accounting functions on the computer. The cost of a computer system today often "snowballs" into 2½ times the initial cost. Because the purchaser can usually only absorb one computer application at a time, the addition of operating capacity is a common occurrence. The final word to the purchaser is to expect several future outlays for the computer system.

Management is often dazzled by the rhetoric thrown at them by the sales representative. Often, however, they lack an understanding of systems concepts, processing, and responsibilities. A computer system requires adequate oversight, or problems are likely to arise.

Potential users of computers often respond to unwarranted emotional issues. Factors such as an assumed competitive edge, more timely and accurate accounting and financial reports, and easier and faster control often play an important role in the decision to purchase a computer system. In many cases, the assumed benefits do not exist or a benefit / cost analysis would evoke a negative response by the potential buyer on the question of buying a new computer or expanding an existing computer system.

Levels of Control in a Minicomputer Environment

An auditor's special concern with EDP (electronic data processing) systems arises because personnel duties and control procedures that would normally be separated in manual systems tend to be concentrated and combined either in the hardware or software of the computerized system in the EDP environment. Controls take on a special form in a computer-based system. The impact of EDP on these controls and the types of controls are concerns which the auditor needs to be familiar with and capable of evaluating. Controls are important in EDP systems and apply equally to minicomputer-based systems. First, management is relying more and more on computer-generated reports, and the accuracy and reliability of such reports depend upon the controls in data processing. Secondly, more resources are being channeled into computerized systems, and sound controls are needed to insure the resources are being used efficiently and effectively. Thirdly, the potential for control problems is compounded in EDP systems; and, indeed, many companies do have poor controls. Managers of firms are becoming more aware of the need to create a suitable control framework to minimize the risk of inaccurate data, computer fraud, record destruction, file security problems, and operating inefficiencies due to inadequate controls.

The levels of control that need to exist in any EDP environment, including a minicomputer environment, can be classified according to the following control categories: (1) installation controls, (2) administrative and general controls, and (3) application controls.

Installation Controls. To install a system in a business requires adequate space for the system. The amount of space needed varies with the size of the system being installed.

The firm also needs some type of run-book documentation. Although documentation is expensive, it is a necessity. Should a computer vendor go out of business, a company without documentation might have serious difficulty changing its computer programs.

The physical building or room in which the computer is installed is also important. Installation of anti-static floor covering aids in the prevention of demagnetizing tapes and disks. Additionally, the room needs to be properly air-conditioned. Computer systems generate heat, some producing the heat of four to five people. Thus, additional air conditioning is needed to compensate for the additional heat produced by the system. Proper temperatures, humidity, and cleanliness should be provided to insure no disruptions because of dust or water particles on the disks or because of a computer failure due to overheating or improper humidity.

The computer needs a separate power line because when other office machines, such as a copier, go on they require power. Computers need an even flow of power, and increases and decreases in the power supply will disrupt the computer operation. Separate power lines may even be required for peripheral devices.

Normally in any operation, multi-part paper will be used. For such runs, a burster and a decollator may be needed. The burster separates the sheets after printing, and the decollator stacks or folds each copy after separation.

Backup programs and data files should be located at an off-site location. Since some small businesses back up two or three times a day, the use of an off-site location will require some effort on the part of the user. Installation controls represent additional costs to firms, but they are essential. Some firms have not calculated these costs and have suffered for the lack of these installation controls. Firms are wise to add a few thousand dollars to the total data processing expenditure to help insure that the system is never down frequently or for an extended period of time because of environmental problems.

Other installation controls include the establishment of key operator roles and responsibilities for the functioning of both the system and the data center. Someone has to be responsible for the daily start-up and shut-down of the system. Someone should have the responsibilities for various backup procedures. Other procedures include loading the printer with paper, changing the various files and peripheral devices, and recovery / restore procedures. These responsibilities can take half an hour or may require full-time attention.

People are not as well-trained in a small firm as in the larger environment. Thus, better training for employees should result in fewer mistakes or accidents occurring. Also, large companies do not have as much employee turnover as small companies; consequently, small companies may have inexperienced personnel in key operator functions and will be more likely to have things go wrong many times.

Administrative and General Controls. Administrative and general controls relate to all EDP activities and involve policy and procedures. They are as necessary in small systems as in the larger system. However, many are not used due to lack of support, money, and personnel, as well as to the informal structure and lack of discipline in many small and medium-sized companies.

Administrative and general controls and related control objectives are classified as follows: (1) organization and operation controls, (2) systems development and implementation controls, (3) hardware and software controls, (4) access controls, and (5) data and procedural controls.

Organization and Operation Controls

Unlike a large EDP installation, a minicomputer's systems analysis, programming, computer operations, library-storage, and data control functions may be concentrated in one or two individuals. In addition, data are often entered directly by users from terminal devices located in the user department. This situation may create a lack of separation of functions among EDP personnel and users.

Although a company's organization chart results from a variety of influences, clear lines of authority and responsibility should exist. The division of functional responsibilities should separate the functions of initiation and authorization of a transaction, the recording of a transaction, and the custody of the asset involved. This division of responsibilities provides for safeguarding of assets, efficiencies resulting from specialization, and cross-checks that promote accuracy without duplication of efforts; it also enhances the effectiveness of a management control system.

The small environment is similar to the one-person bookkeeping department where control can be established by proper supervision and the separation of initiating transactions from the record keeping and custody of the assets. A simple example might be a situation where checks are prepared by the minicomputer, but users control unused checks and the signing of checks.

Systems Development and Implementation Controls

The systems development and implementation controls include the review and approval procedures for proposed systems and systems modifications, program testing and system change procedures, program change procedures, and documentation standards.

It is desirable to have an executive planning committee to review requests, arrive at decisions, resolve conflicts, and monitor the implementation of system projects. This group also oversees or follows the actual system performance to determine if the expected benefits and objective are realized.

Testing makes sure that the programs written or acquired meet the users need by conforming to design specifications and that they include decision and processing logic. The test data should include transactions which will test the control and design logic features of the program. New programs should give proper responses to invalid, incomplete, or illogical transactions.

Hardward and Software Controls

Vendors often deliver programs that have not been properly tested and rely on purchasers to debug the programs. Because of these inefficiencies in standardized programs, firms should insure that their contracts specify performance levels that the vendor must adhere to, or stipulate that the vendor supply any additional hardware necessary to maintain the performance levels at no cost to the user.

Final testing should evaluate all phases of the system. The tests, performed under actual operating conditions, should include the procedures used by the people preparing source data, user departments, the control group, and computer operators.

Program changes require well-designed and well-documented procedures to prevent manipulation of programs for unauthorized use. Proposed program changes should be explained in writing. Major changes should be approved by the executive planning committee in the same manner as new systems; minor changes should only require the joint approval of the EDP manager and the manager of the user department.

Program changes should be prepared only by the systems group or programmers, not by people in the computer operating group. If operators could make changes, this would greatly increase the difficulty of controlling manipulation and maintaining up-to-date documentation. All changes made should be recorded or filed in the program run-book, and all changes should be tested and given final approval.

Most computer equipment is highly reliable, and machine malfunctions that go undetected are relatively rare. One necessary hardware control is a maintenance contract with the computer vendor. Periodic maintenance is needed to insure the complete reliability of the hardware.

Other hardware controls are usually those which are installed by the manufacturer. Redundant circuitry techniques built into the hardware to detect errors are parity check or error correcting memory, echo check, and dual read devices. Many of these controls are included in the hardware and have become universally standard on purchased systems.

Automatic recovery routines are rarely, if ever, provided by computer vendors. In most cases, backup files and hard-copy audit trails could be used to recover or reconstruct lost data in the event of a hardware failure, such as a disk head crash. Ideally, file recovery or restart procedures should restart the processing where the application routine left off, with the loss of only the transaction that was being processed at the time of the failure.

Access Controls

Other aspects of the EDP organization, equally applicable to a minicomputer environment, are the access controls the firm has established. There are two basic reasons why only operators should have access to the computer. First, the restriction provides a safeguard on the assets by making the manipulation of files and programs difficult for the systems designers and programmers who are involved in developing the systems and programs. Secondly, restricting access to the computer room improves efficiency because testing of new programs, along with revisions of the old, must be performed according to present schedules. The daily processing schedule is not disrupted for this purpose. Testing can be done without access to equipment by submitting programs and data at specified times on the daily schedule and returning the results to the programmer within a reasonable period of time.

Data and Procedural Controls

The last category of general and administrative controls, data and procedural controls, includes backup file and file reconstruction procedures. The reconstruction procedures in a minicomputer environment must be able to reconstruct incorrect or inadvertently destroyed data at a minimal cost and effort. The basic operating procedures for a reconstruction plan should prohibit reuse of magnetic tapes until all output, whether on tape or printed, is proved to be correct and usable.

Application Controls. Application controls relate to specific applications or are designed to meet specific requirements for each processing application. They function to provide reasonable assurance that the recording, processing, and reporting of data are properly performed.

The basic objectives of application controls are to: (1) assure that all authorized transactions are processed once and only once, (2) assure that transactions processed are complete and accurate, (3) assure that transactions processing is correct and appropriate, (4) assure that processing results are used for their designed benefits, and (5) assure that applications continue to function.

Preventive controls are located throughout a computer system's environment and include standards, training, segregation of duties, forms design, prenumbered forms, passwords, documentation, and authorization. The list can be further expanded, and it is impossible to discuss all the preventive controls available or those that can be developed within a company.

Detective controls are designed to alert individuals, operators, or users so that they can be aware of a problem. Detective controls do not prevent, but point out, possible problems once they have occurred. Detective controls include such procedures as the use of batch control documents, batch serial numbers, and labeling. Review of output is another detective control.

Corrective controls assist individuals in the investigation and correction of the causes of problems that have been detected. They primarily collect evidence that can determine why a particular problem has occurred. Making corrections is a difficult, time-consuming, and costly task; but it is important because of the need to isolate problems. Corrective actions often lead to systems being improved.

Audit trails are corrective controls consisting of documents, journals, ledgers, and worksheets that enable one to trace an original transaction forward to a summarized total or a summarized total backward to the original transaction. Audit trails aid in determining whether reports reflect the business transactions. Because they have eliminated many of the traditional source documents, computers have caused significant changes in the audit trail. The difficulty in accessing data is compounded once source documents are converted to a machine-readable medium because only the computer can read the files. In a minicomputer system, an audit trail can be accomplished by providing a transaction log of all the day's transactions processed, all files accessed and jobs processed, plus before and after images of those records from the master files that have been updated, and possibly even an identification of the data-entry operator. This log can be used to provide a printout of all transactions processed and changes made to master files.

All information system controls have a cost associated with them. The costs, however, should not be more than the errors the controls are designed to detect, prevent, and correct. Poorly designed controls are oppressive and may not even be needed or used. However, the failure to use good controls is a key that unlocks major problems. Preventive controls usually are the lowest in cost, followed by detective controls, with corrective controls almost always being the most expensive.

Impact on Auditing Procedures

Auditing procedures must take into account the fact that small computer systems produce a concentration of functions. In addition, the computer environment may be undisciplined, creating a potential for a high volume of errors that may be difficult to trace. These problems occur not because of the technology of small computers, but because of the typically unsophisticated individuals operating the system—usually with a tight budget. Auditors should be aware that assets may be lost, misappropriated, or misused because of users having uncontrolled access to the computer. There may be only one computer operator with all the data accessible on the system, and the data may not be stored or placed in a separate location for safety.

Audit ingenuity is necessary in developing computer-assisted audit techniques. Due to high cost, nonstandard or subset compiler languages, and a large number of available minicomputers and their operating systems, it is highly unlikely that most auditors will use computer-assisted auditing techniques in a minicomputer environment for testing compliance of existing EDP control strengths or in performing substantive tests.

The installation of a minicomputer by a client has an effect on audit time and costs depending on the complexity of the system, the controls built into the system, and the approach used previously to audit the client's records. The auditor should let a client know of the possible additional audit costs associated with computer systems.

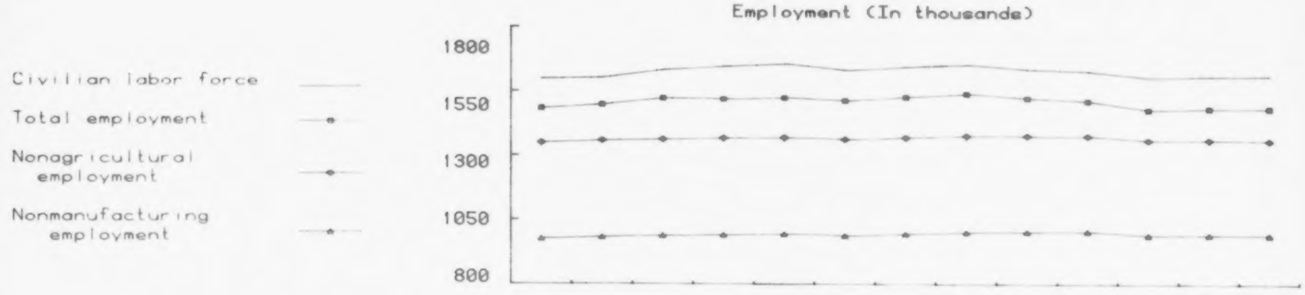
The auditor should understand the flow of information, how the minicomputer processes this information, and the overall accounting controls, including those involving the computer. The auditor also needs additional information in evaluating the computerized surroundings such as: (1) the manufacturer and model number of the equipment; (2) the number and locations of various input and output devices; (3) applications descriptions, including programming languages; (4) sources of application programs (whether purchased or developed in-house); (5) the interrelationships of any applications; (6) programmed and other procedures for file security. Once the auditor understands the system, the associated controls, and how the minicomputer is used by his client, he can coordinate this information to determine his audit plan.

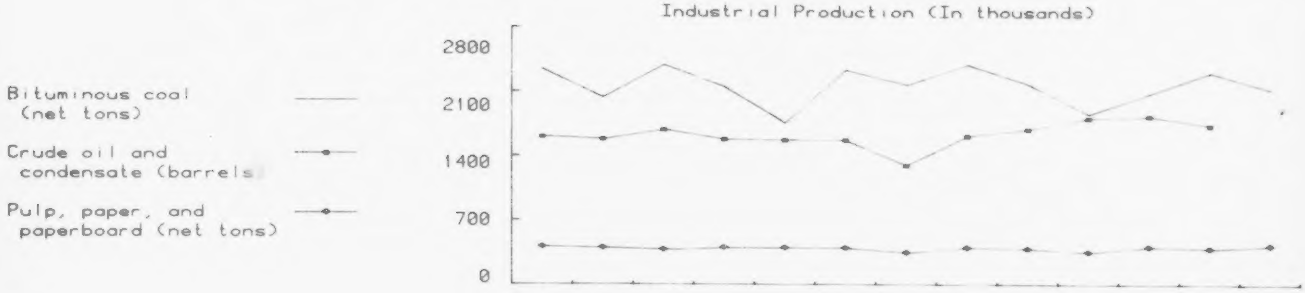
Conclusion

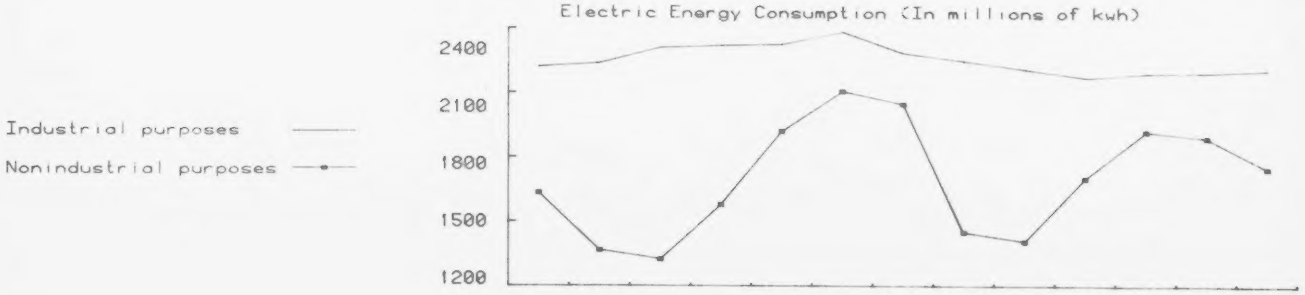
Due to the possible lack of segregation of functions, nonexistent or deficient EDP user-control practices, and low client understanding and expertise in EDP and accounting, auditors may have to place a maximum reliance on substantive test procedures and little, if any, on tests of compliance in the conduct of his audit. This does not mean that small computer systems cannot be run with the same efficiency and control as the best large systems. A computer is a computer as far as the auditor is concerned. It is just another method of information processing. Small computers, such as minicomputers, do not—by themselves—make audit work more difficult. Difficulties arise because such systems are available to a wide range of people who are unwilling to submit to or to understand the degree of discipline required to insure accuracy, completeness, and correct authorization of data.

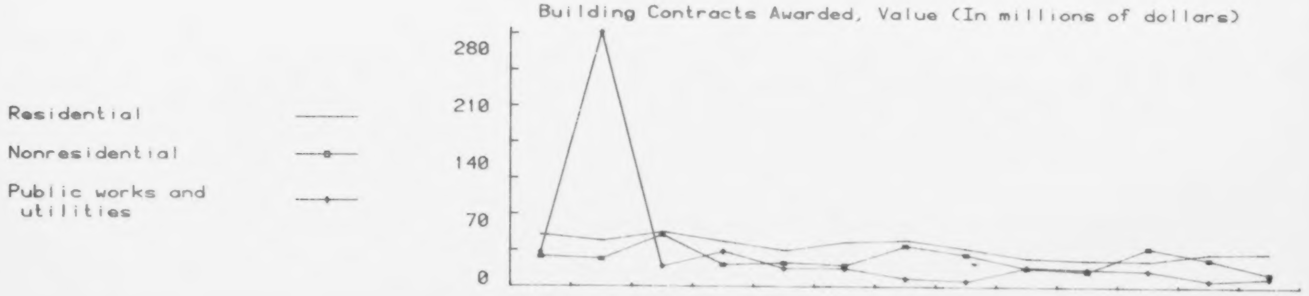
Alabama Business at a Glance

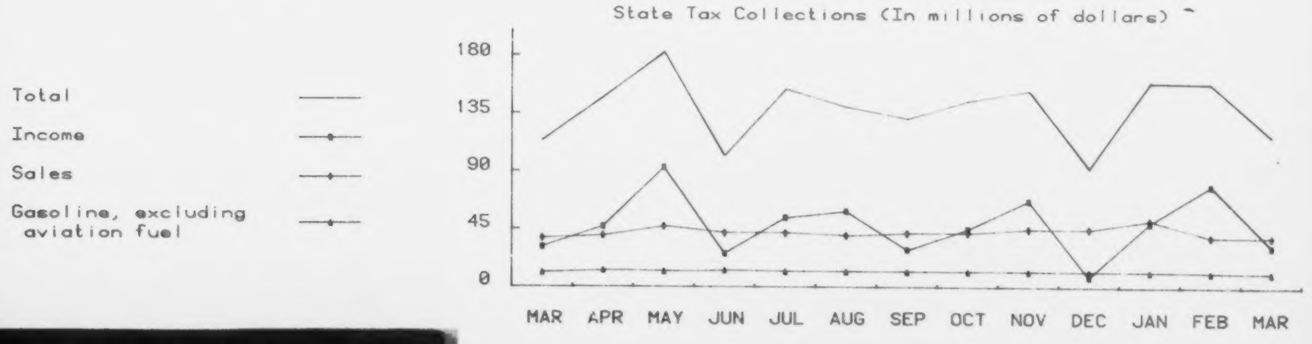
(MARCH 1979 - MARCH 1980)


Employment (In thousands)


Industrial Production (In thousands)


Electric Energy Consumption (In millions of kwh)


Building Contracts Awarded, Value (In millions of dollars)


State Tax Collections (In millions of dollars)

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GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1979										1980		
	1978	1979	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	20,110	24,833	2,344	2,034	2,390	2,150	1,756	2,335	2,172	2,393	2,184	1,855	2,082	2,312	2,125
Cement shipments *(1,000 net tons)*	2,837	2,667	239	275	264	255	209	260	177	275	218	166	163	197	......
Coke production *(1,000 net tons)*	3,670	4,671	396	370	392	397	402	416	390	384	391	406	403	367	......
Cotton consumption *(1,000 lbs.)*	412,082	394,144	36,388	32,529	33,488	32,487	27,236	35,374	30,696	38,042	32,802	30,072	31,130r	34,944	......
Crude oil and condensate production *(1,000 barrels)*	19,824	19,177	1,606	1,581	1,684	1,578	1,572	1,571	1,295	1,616	1,691	1,812	1,836	1,734	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	27,073	28,359	2,321	2,339	2,412	2,421	2,427	2,484	2,384	2,348	2,311	2,272	2,294	2,298	2,311
Pig iron production *(1,000 net tons)*	3,417	3,675	339	286	334	338	332	345	273	257	243	321	359	320	354
Pulp, paper, and paperboard production *(1,000 net tons)*	4,455	4,603	404	395	377	398	397	394	345	401	385	350	411	393	426
Steel ingot production, adjusted index *(1967 = 100)*	93.1	91.6	96.9	91.2	94.8	92.7	91.2	97.5	84.0	76.2	80.1	102.7	97.9	100.9	97.7
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	4,265	4,473	411	370	412	377	386	397	344	325	314	395	425	379	416
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	2,757,645r	2,527,790	221,800r	634,517	243,317	196,589	151,649	161,468	184,765	147,104	128,857	114,360	158,100	130,500	110,500
Residential	1,308,891r	983,019	99,400r	88,334	104,524	87,394	70,462	85,764	89,711	74,344	54,889	50,532	50,900	64,900r	66,200
Nonresidential	761,600r	669,862	57,100r	53,305	99,508	41,615	45,541	41,023	78,704	61,793	36,454	29,970	75,600	53,400r	25,900
Public works and utilities	687,154r	874,909	65,300r	492,879	39,284	67,580	35,446	34,881	16,350	10,967	37,514	33,858	31,600	12,300r	18,300
Cement consumption *(1,000 net tons)*	1,496r	1,247	126	108	126	122	100	132	88	131	97	75	78	84	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	4,993,002	5,761,035	492,090	497,596	517,002	512,417	492,023	507,071	442,191	509,814	470,033	490,011	......	......	......
Savings in savings and loan associations[4] *($1,000,000)*	3,775	4,079	3,898	3,882	3,889	3,939	3,954	3,963	3,998	4,030	4,051	4,079	4,081r	4,108	......
Tax collections *($1,000)*															
Total	1,477,673	1,646,078	113,632	146,612	182,986	101,688	154,192	140,304	131,403	144,879	153,430	91,938	158,740	157,974	117,070
Franchise	37,481	41,607	8,821	3,234	1,305	2,515	5,588	2,073	4,573	4,901	2,349	3,715	804	770	8,823
Gasoline (excl. aviation)	150,919	145,662	11,233	12,544	12,027	12,705	11,893	11,772	12,485	12,028	12,149	11,800	11,640	11,488	11,053
Income	493,972	569,697	31,170	46,630	93,294	25,573	54,075	59,467	29,447	45,495	66,747	8,157	49,745	78,908	31,492
Motor fuels	26,791	28,307	2,085	2,167	2,521	2,127	1,764	2,461	1,937	2,768	3,256	2,858	2,116	2,634	1,921
Sales	456,694	507,985	38,210	39,694	46,567	42,481	41,738	40,000	42,323	41,841	45,423	44,612	52,303	38,960	39,039
2.2% Gross receipts	25,861	28,555	30	6,669	199	......	6,824	40	......	7,839	91	26	7,750	137	28
TVA electric	19,652	25,926	1,598	1,598	1,598	1,598	1,598	1,598	7,317	......	3,883	1,942	1,942	1,942	1,942
Tobacco	52,099	52,761	4,052	4,235	4,420	4,330	4,871	4,575	4,986	4,931	4,214	4,147	4,404	3,994	4,190
Use	51,435	57,383	808	8,431	5,542	655	9,732	4,121	393	9,280	4,465	827	11,052	3,338	600
Utility	79,978	94,022	8,562	8,453	10,041	4,640	10,280	8,041	8,549	8,512	5,146	8,039	11,515	9,355	9,772
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	195.4	217.4	209.1	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9	233.2	236.4	239.8
Food	211.4	234.5	230.4	232.3	234.3	235.4	236.9	236.3	237.1	238.2	239.1	241.7	243.8	244.9	247.3
Housing	202.8	227.6	217.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7	240.8	243.6	247.3	250.5	254.5
Fuel and utilities	216.0	239.3	225.9	227.5	232.2	239.0	243.5	247.2	251.2	252.9	252.0	255.1	258.6	263.8	268.0
Apparel and upkeep	159.6	166.6	164.3	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2	171.0	171.9	176.0
Transportation	185.5	212.0	198.1	202.9	207.7	212.6	216.6	219.6	221.4	222.7	224.9	227.7	233.5	239.6	243.7
Medical care	219.4	239.7	233.9	235.1	236.3	237.7	239.9	241.8	243.7	245.9	248.0	250.7	253.9	257.9	260.2
Energy	220.4	275.9	241.2	250.2	260.8	275.4	287.1	296.3	304.3	307.5	307.8	313.7	327.9	344.6	355.0
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	209.2	235.5	226.7	230.0	232.0	233.5	236.9	238.3	242.0	245.6	247.2r	249.4	254.7	259.8	261.5
Industrial commodities	209.3	236.3	225.4	229.0	231.6	234.0	237.5	240.6	244.2	249.0	250.6r	252.8	260.3	265.4	268.2
Index of prices received by Alabama farmers *(1966-68 = 100)*	206.0	229.0	250.0	248.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0	228.0	233.0	222.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.512	.461	.478	.473	.467	.462	.457	.452	.448	.444	.440	.435	.429	.423	.417
Wholesale prices	.478	.425	.441	.435	.431	.429	.423	.420	.414	.408	.405	.401	.393	.385	.382
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,588.0r	1,625.0	1,598.3	1,602.2	1,632.3	1,646.8	1,657.8	1,632.6	1,647.6	1,656.6	1,638.3	1,632.0	1,608.1	1,614.7	1,616.8
Unemployment	101.0r	116.0	115.5	105.1	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0	126.2	126.6	127.9
Unemployment rate	6.3r	7.1	7.2	6.6	6.7	7.8	8.0	7.2	7.2	6.9	6.9	7.2	7.9	7.8	7.9
Employment	1,487.0r	1,509.0	1,482.8	1,497.1	1,522.2	1,518.9	1,525.4	1,514.9	1,529.4	1,542.5	1,524.9	1,514.0	1,481.9	1,488.1	1,488.9
Nonagricultural	1,336.5r	1,362.8	1,348.8	1,358.2	1,362.1	1,366.6	1,369.8	1,363.8	1,370.8	1,378.1	1,377.9	1,378.2	1,362.2	1,364.1	1,362.4
Manufacturing	368.9r	374.6	373.8	375.8	373.7	376.4	375.6	375.7	375.0	375.7	373.8	372.6	371.1	370.6	369.9
Durable goods	180.2r	186.2	185.9	187.0	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5	183.7	183.2	182.5
Lumber and wood products	30.2r	30.4	30.5	30.5	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8	29.4	29.8	29.4
Stone, clay, glass products	10.8	10.7	10.6	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6	10.5	10.4	10.5
Primary metals	44.6	44.5	45.0	45.2	45.1	45.8	45.2	44.7	44.3	43.5	43.2	42.7	42.9	42.6	42.2
Blast furn. and steel works	18.2r	18.1	18.6	18.6	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1	17.1	17.1	17.1
Iron and steel foundries	14.8r	14.5	14.3	14.3	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5	14.7	14.3	13.8
Fabricated metals	26.0r	26.0	25.6	26.2	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1	25.6	25.6	25.5
Machinery (incl. electrical)	31.3r	34.6	34.5	34.6	34.8	35.4	34.9	34.3	34.4	34.6	34.8	34.8	34.6	34.2	34.2
Transportation	20.5r	23.5	23.3	23.7	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3	24.4	24.5	24.7
Other durable goods	16.8r	16.5	16.4	16.1	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2	16.3	16.1	16.1
Nondurable goods	188.7r	188.4	187.9	188.8	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1	187.4	187.4	187.4
Food	27.6r	28.2	27.2	27.7	27.9	28.4	28.7	28.2	28.7	28.8	28.7	28.6	27.9	27.5	27.8
Textile mill products	45.6	44.2	44.9	44.7	44.1	43.7	43.5	43.9	43.7	43.7	43.8	43.7	43.6	43.7	43.8
Apparel	53.7r	52.8	52.6	52.7	52.4	53.2	51.9	53.2	53.1	53.6	52.3	52.5	52.5	52.5	52.7
Paper and allied products	19.7r	20.2	20.4	20.5	20.4	20.7	20.7	20.3	19.6	19.6	19.9	20.1	20.0	20.2	20.0
Printing and publishing	9.9	10.1	10.1	10.2	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9	9.9	9.9	9.9
Chemicals and allied products	15.5r	16.2	15.8	15.9	16.2	16.6	16.6	16.6	16.3	16.4	16.5	16.4	16.6	16.6	16.5
Rubber products	13.5	14.0	14.3	14.5	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2	14.2	14.3	14.1
Other nondurable goods	3.2	2.7	2.6	2.6	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.6
Nonmanufacturing	967.6r	988.2	975.0	982.4	988.4	990.2	994.2	988.1	995.8	1,002.4	1,004.1	1,005.6	991.1	993.5	992.5
Mining and quarrying	14.1r	16.7	16.1	16.7	16.7	16.9	16.8	17.0	17.1	17.0	17.3	17.2	17.3	17.1	17.2
Bituminous coal mining	10.2r	12.4	12.0	12.3	12.3	12.4	12.2	12.5	12.6	12.5	12.7	12.6	12.7	12.6	12.7
Contract construction	78.8r	75.4	72.1	74.3	77.3	79.4	79.4	78.8	78.4	77.6	76.3	73.2	66.5	65.6	66.2
Trans., comm., and utilities	69.8r	71.9	71.2	70.8	72.0	72.2	72.5	72.7	71.8	73.9	72.5	72.6	72.1	72.1	72.2
Trade	269.7r	275.8	271.2	274.7	275.0	275.3	275.6	276.2	277.2	277.7	280.8	285.7	279.8	278.0	277.3
Wholesale	71.9r	73.4	72.4	72.9	73.1	73.9	73.7	73.8	74.3	74.7	74.5	74.3	74.6	74.9	74.6
Retail	197.8r	202.4	198.8	201.8	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4	205.2	203.1	202.7
Finance, insurance, real estate	57.5r	58.2	57.7	57.9	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.0	57.9	57.9	57.8
Service and miscellaneous	191.8r	198.2	195.4	197.6	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2	200.1	200.6	200.8
Government	285.9r	292.0	291.3	290.4	291.2	288.2	291.1	284.1	292.1	297.4	298.8	297.7	297.4	302.2	301.0
Federal	64.0r	63.4	62.5	61.2	62.0	64.4	64.5	64.7	64.6	63.5	63.2	63.3	63.3	63.8	64.2
State and local	221.9r	228.6	228.8	229.2	229.2	223.8	226.6	219.4	227.5	233.9	235.6	234.4	234.1	238.4	236.8

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979										1980		
	1978	1979	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	26,105	23,413	[illegible]	32,953	28,365	[illegible]	23,414	26,961	21,359	17,189	30,688	25,279	26,810
Nonagricultural placements	109,979	109,512	8,652	7,958	8,852	13,975	14,316	10,770	9,220	9,716	6,960	5,189	6,742	6,011	7,598
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	32,653	26,812	27,089	29,457	47,001	29,322	28,397	29,851	28,970	33,604	71,648	28,398	32,100
Payments *($1,000)*	107,482	134,185	12,913	9,874	10,782	9,818	11,599	11,927	9,535	11,344	10,608	11,310	16,501	13,852	12,990
County data *(civilian labor force and unemployment rate)*															
Autauga	12 754	13,577	13,255	13,339	13,764	13,754	13,860	13,573	13,678	13,686	13,720	13,665	13,496	13,503	13,443
	6.5	6.8	7.1	6.8	7.6	6.5	7.0	5.7	6.1	6.0	6.5	6.2	7.0	6.8	6.3
Baldwin	29,408	30,260	29,735	29,917	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708	30,328	30,283	30,047
	6.0	7.0	6.4	6.5	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8	8.2	7.5	7.3
Barbour	11,180	11,310	11,009	11,281	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108	10,752	10,704	10,815
	7.1	8.7	7.6	7.8	7.4	9.4	9.5	9.9	10.6	8.7	8.6	8.2	8.1	8.3	7.8
Bibb	5,124	5,185	5,268	5,069	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213	5,049	5,097	5,000
	9.4	9.9	11.0	11.4	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3	15.1	11.6	12.3
Blount	13,606	13,584	13,132	13,245	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484	12 989	13,030	13,151
	5.8	6.6	6.6	6.4	6.3	6.9	6.7	6.3	6.2	6.6	6.6	7.0	7.7	7.6	7.6
Bullock	4,254	4,541	4,256	4,295	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571	4,257	4,335	4,398
	7.0	8.5	7.0	7.0	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0	7.8	8.0	8.5
Butler	8,373	8,474	8,363	8,360	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445	8,182	8,282	8,289
	6.2	8.5	7.5	6.9	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8	8.5	8.4	8.0
Calhoun	42,709	43,348	42,753	42,560	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677	43,901	43,791	44,416
	7.3	7.8	8.4	7.2	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8	9.1	[illegible]	9.9
Chambers	17,603	16,526	16,631	16,474	16,241	16,978	17,587	16,499	16,331	16,152	16,009	16,254	15,818	15,827	15,827
	5.3	9.1	8.5	9.8	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3	8.2	8.1	7.7
Cherokee	9,432	9,708	9,398	9,497	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835	9,377	9,612	10,111
	5.7	5.6	5.5	5.0	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8	5.7	6.2	7.7
Chilton	11,931	12,270	12,234	12,014	12,425	12,430	12,262	12,380	12,545	12,500	12,301	12,092	11,857	11,934	11,972
	7.3	8.4	8.3	8.3	8.2	8.9	9.3	7.4	7.5	7.6	8.2	9.7	10.6	10.3	9.8
Choctaw	5,353	5,295	5,202	5,290	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,263	5,401	5,364	5,274
	7.2	8.1	7.6	7.7	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9	8.0	7.9	7.0
Clarke	9,790	9,923	9,862	9,907	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853	9,861	10,028	9,755
	8.2	8.0	8.0	6.7	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0	7.6	8.1	7.4
Clay	5,674	5,709	5,764	5,759	5,859	5,695	5,748	5,617	5,733	5,876	5,521	5,510	5,460	5,452	5,526
	6.1	10.6	10.7	11.2	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1	11.5	10.9	9.2
Cleburne	4,632	4,980	4,967	4,866	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098	5,021	4,966	5,112
	5.0	6.0	8.2	5.1	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6	8.1	7.5	9.4
Coffee	18,137	19,829	19,291	19,744	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079	20,116	19,535	19,383
	4.9	5.1	5.7	4.5	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9	9.6	6.4	6.0
Colbert	22,115	22,133	21,670	22,025	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383	22,221	22,139	22,076
	7.2	8.3	7.6	7.5	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8	12.4	11.3	10.5
Conecuh	6,584	7,110	6,886	7,007	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925	7,099	6,885	7,070
	5.8	8.1	6.6	6.8	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4	8.8	7.5	7.1
Coosa	4,839	5,205	5,145	5,111	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229	5,171	5,210	5,080
	5.3	6.1	5.7	5.3	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4	6.3	6.4	7.0
Covington	15,357	15,361	15,292	15,115	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086	15,143	15,127	15,215
	5.7	6.3	7.5	6.0	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9	7.6	6.5	6.0
Crenshaw	6,431	6,600	6,383	6,369	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372	6,199	6,191	6,300
	5.4	6.1	5.3	4.5	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1	7.9	7.5	7.6
Cullman	24,681	25,659	25,575	25,518	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578	24,604	24,891	25,261
	6.5	7.7	8.9	6.4	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2	9.0	10.2	10.3
Dale	10,171	10,806	10,252	10,764	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997	11,012	11,166	11,331
	6.7	7.1	6.7	8.5	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8	7.4	7.5	7.5
Dallas	20,769	21,521	20,852	21,171	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497	21,046	21,339	21,355
	8.8	9.3	9.2	9.4	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3	9.2	9.9	9.1
DeKalb	24,498	25,577	25,031	25,248	[illegible]	25,453	26,397	26,331	26,504	26,452	25,794	25,589	25,202	25,330	25,774
	6.0	6.2	6.7	6.4	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2	7.1	7.3	7.5
Elmore	17,699	18,983	18,570	18,680	19,083	19,429	19,379	19,139	19,232	19,239	19,155	19,150	18,868	18,905	18,916
	4.8	5.5	6.0	5.7	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1	5.6	5.7	5.6
Escambia	14,989	15,639	15,513	15,401	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468	15,167	15,232	15,139
	6.8	8.6	8.9	8.0	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0	8.2	8.3	7.9
Etowah	39,597	41,225	40,437	40,597	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350	41,772	41,663	41,367
	7.0	7.5	7.1	6.8	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9	9.1	9.3	9.0
Fayette	9,638	9,956	9,464	9,664	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799	9,600	9,641	9,580
	6.0	6.4	7.1	5.8	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5	7.4	7.3	7.5
Franklin	11,067	11,408	10,940	11,068	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515	11,402	11,608	11,323
	7.7	8.7	8.3	7.2	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2	13.4	14.6	12.3
Geneva	10,397	11,750	11,182	11,486	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838	11,578	11,669	11,688
	6.2	5.3	5.5	5.0	4.9	5.6	6.7	4.5	4.1	4.5	4.1	[illegible]	5.5	5.6	5.0
Greene	4,332	4,047	3,947	4,048	4 318	4,139	4,205	4,096	4,181	4,131	3,915	3,765	3,719	3,771	3,728
	10.0	14.2	17.9	16.8	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5	12.9	13.6	11.8
Hale	4,811	4,771	4,658	4,795	4,949	4,801	5.062	4,736	4,900	4,949	4,686	4,587	4,523	4,499	4,743
	10.6	12.4	12.7	13.5	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0	15.0	14.0	16.0
Henry	6,776	6,762	6,581	6,778	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620	6,312	6,492	6,592
	6.9	6.0	7.2	5.7	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0	5.5	5.8	5.5
Houston	38,083	37,502	36,255	36,869	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551	37,111	37,009	[illegible]
	5.3	5.5	5.7	5.3	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9	5.6	5.7	[illegible]
Jackson	20,333	20,281	20,011	20,120	20,154	20,312	20,669	20,397	20,699	20,705	20,497	20,283	20,047	20,236	20,443
	6.9	8.1	8.0	8.3	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9	10.0	10.2	9.8
Jefferson	302,793	301,639	298,027	296,882	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380	301,170	301,895	302,928
	5.4	6.1	6.3	5.5	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4	6.6	6.6	6.9
Lamar	7,949	8,192	8,460	8,212	8,097	8,028	8,109	8,085	8,223	8,282	8,146	8,105	7,956	7,874	7,955
	5.5	5.7	7.5	6.9	4.8	5.7	5.4	5.1	5.4	5.2	5.8	7.0	6.7	5.7	7.2
Lauderdale	32,496	34,141	33,221	33,560	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166	33,634	33,840	33,895
	5.9	8.4	7.1	6.3	7.2	9.1	9.3	9.0	9.1	9.1	9.6	9.9	10.7	10.5	10.1
Lawrence	12,566	14,083	14,104	14,375	14,487	14,795	14,741	14,528	14,412	13,972	13,349	12,908	12,582	12,627	12,315
	7.3	8.7	9.9	7.1	7.1	8.1	8.8	9.4	8.4	8.7	9.5	10.8	11.6	12.1	12.3
Lee	31,733	31,500	30,956	31,214	31.711	31,969	31,405	31,292	30,895	32,031	32,133	32,272	31,283	32,068	31,983
	4.0	4.6	4.3	4.2	4.7	4.7	5.1	5.3	4.8	4.6	4.2	4.7	4.4	4.5	4.6
Limestone	19,819	20,504	19,916	20,096	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910	20,552	20,700	20,523
	6.6	7.6	7.2	6.8	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8	9.2	10.0	9.3
Lowndes	4,376	4,460	4,222	4,339	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806	4,466	4,611	4,491
	7.4	9.0	9.0	7.7	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4	11.3	12.6	11.9
Macon	7,231	7,394	7,193	7,242	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369	7,296	7,281	7,301
	6.4	7.3	7.5	6.5	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0	6.5	6.7	6.7
Madison	86,159	87,078	86,462	85,087	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226	85,753	86,097	87,392
	6.1	7.0	8.6	6.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5	7.0	7.5	8.9
Marengo	8,839	8,721	8,480	8,682	8,784	8,844	8,938	8,643	8,808	8,987	8,895	8,796	8,573	8,662	8,691
	6.8	7.7	7.1	8.7	7.0	8.1	10.0	6.8	7.9	7.5	7.8	7.3	8.1	9.0	8.7
Marion	11,612	12,064	11,967	12,009	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974	11,933	11,923	12,130
	6.6	9.2	9.5	7.7	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3	11.7	9.2	12.8
Marshall	27,349	28,816	28,183	28,309	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093	28,841	28,858	28,919
	7.1	7.4	7.6	6.8	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6	8.9	9.0	9.3
Mobile	149,460	150,035	147,852	147,223	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785	147,054	147,667	146,496
	7.2	8.3	7.9	7.1	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9	7.4	7.2	7.0

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979										1980		
	1978	1979	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	11,134	10,663	10,441	10,330	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427	10,342	10,234	10,157
	6.8	8.2	7.8	7.0	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6	8.6	7.5	7.4
Montgomery	83,586	86,220	83,608	84,222	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104	85,994	86,212	86,156
	5.5	5.7	5.3	5.1	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4	6.1	6.2	6.0
Morgan	34,984	36,065	35,509	35,514	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027	35,641	36,054	35,992
	6.5	7.3	7.2	6.6	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6	8.8	9.9	9.4
Perry	4,610	4,821	4,608	4,639	4,835	4,808	5,057	4,874	4,929	4,990	5,040	4,873	4,755	4,784	4,813
	8.4	8.2	7.8	6.1	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8	8.4	7.3	7.0
Pickens	8,101	7,953	7,826	7,947	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838	7,770	7,822	7,810
	8.7	8.8	8.1	9.9	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7	10.0	11.1	11.5
Pike	12,457	13,297	13,079	13,193	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757	12,516	13,168	13,133
	5.2	4.8	4.3	4.3	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6	5.5	5.1	5.7
Randolph	8,140	7,624	7,668	7,800	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559	7,257	7,469	7,312
	10.4	10.5	10.9	10.0	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0	8.4	12.1	10.3
Russell	18,407	17,511	17,445	17,231	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559	17,475	17,479	17,435
	7.2	8.0	8.6	7.6	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2	9.1	9.1	9.0
St. Clair	15,399	16,796	16,551	16,608	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259	16,944	16,969	16,937
	4.9	5.9	5.8	5.7	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9	7.3	7.2	7.0
Shelby	22,682	26,533	26,064	26,209	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969	26,446	26,524	26,422
	6.5	5.8	5.5	5.6	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8	6.2	6.2	5.8
Sumter	6,571	6,635	6,628	6,581	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452	6,461	6,474	6,547
	5.9	6.9	5.9	6.2	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6	7.0	7.4	8.2
Talladega	26,864	28,162	27,910	28,098	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277	28,156	28,324	28,283
	8.3	10.4	9.7	10.0	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3	12.0	12.2	12.6
Tallapoosa	16,081	15,638	15,581	15,427	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786	15,642	15,765	15,698
	5.5	6.3	6.2	6.5	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2	6.1	6.3	6.3
Tuscaloosa	51,592	51,589	51,505	52,276	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123	52,046	52,191	52,335
	6.9	6.1	6.5	5.9	6.3	6.4	6.1	5.9	5.7	5.2	5.4	5.9	7.5	6.5	7.9
Walker	28,938	31,188	30,702	30,876	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744	31,348	31,555	31,202
	6.8	8.4	8.3	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6	9.5	9.9	8.8
Washington	5,654	6,138	5,849	5,933	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249	6,220	6,382	6,460
	10.1	9.8	12.5	9.9	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6	6.9	8.3	9.6
Wilcox	4,861	4,979	4,848	4,904	5,022	5,039	5,266	4,965	5,055	5,104	5,032	4,905	4,863	5,070	5,026
	7.1	9.6	9.3	8.8	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7	8.6	11.1	9.3
Winston	7,432	7,746	7,618	7,668	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846	7,500	7,388	7,472
	8.9	11.4	12.1	9.2	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5	15.7	13.4	14.7
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	1,049,905	......	44,665	43,823	64,518	50,712	62,229	64,604	56,786	66,865	......	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	35,633	......	988	1,787	1,789	1,476	2,290	2,066	1,430	1,771	......	......	......	......	......
Exports															
Value *($1,000)*	913,311	......	93,164	46,158	53,631	65,434	55,543	73,641	36,998	100,924	......	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	10,454	......	873	522	442	538	555	616	234	850	......	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	34,783	37,953	3,142	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874	3,602	3,980	......
Domestic															
Electric energy consumption, nonindustrial purposes *(1,000,000 kwh)*	22,495	21,905	1,732	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802	2,021	1,991	1,850
Gasoline sales[9] *(1,000 gallons)*	2,163,414	2,074,362	179,910	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987	164,815	158,602	162,768
New passenger car registrations[10] *(number)*	176,113	161,661	15,562	14,718	15,447	12,69	13,196	15,088	10,340	14,362	11,008	12,547	......	......	......
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,708	3,004	247	239	249	274	250	258	257	256	257	273	256	252	263
General stores with food and gas	188	229	18	18	19	21	20	21	20	21	20	21	20	20	20
General merchandise	1,778	1,928	147	155	156	149	140	157	146	158	198	284	122	132	152
Apparel	423	457	37	39	36	34	33	38	35	39	41	64	32	30	37
Furniture, furnishings, etc.	461	512	42	40	43	43	43	45	41	45	46	53	42	40	42
Automotive	2,708	2,686	257	235	245	221	222	251	204	239	205	198	196	204	204
Gasoline service stations	859	1,039	82	78	85	88	92	102	97	105	99	104	102	105	107
Lumber and building materials	850	898	74	72	86	80	82	88	76	95	86	73	73	68	67
Hardware and farm implements	423	419	37	39	39	37	32	38	34	42	34	33	28	29	32
Eating places	809	896	77	74	77	77	77	82	74	78	76	81	74	73	76
Drug stores	362	407	33	32	34	33	32	33	32	35	34	43	35	37	37
All other retail	1,968	2,137	178	184	199	179	162	183	166	195	181	213	169	172	174
Total sales by retail concerns	13,537	14,612	1,228	1,205	1,269	1,235	1,186	1,295	1,181	1,308	1,277	1,439	1,148	1,162	1,210
Nonretail and unclassified concerns	4,573	4,514	369	360	387	374	366	402	375	411	389	419	393	391	406
Total all sales at retail	18,110	19,126	1,598	1,565	1,656	1,608	1,552	1,697	1,556	1,719	1,667	1,858	1,541	1,552	1,616
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	378,338	385,147	32,825	32,028	34,053	33,445	31,689	35,263	30,891	32,860	32,212	36,746	28,723	29,786	30,303
Birmingham	4,856,558	5,401,870	445,948	440,306	455,399	454,312	434,536	476,096	442,463	482,297	458,127	517,379	432,191	435,714	464,782
Florence	462,969	503,981	42,113	41,884	44,487	41,742	39,886	44,869	42,070	44,963	42,883	48,913	37,949	38,766	36,510
Gadsden	371,328	401,373	34,933	33,222	35,965	33,971	32,789	36,593	33,346	35,339	33,642	35,084	31,448	29,939	31,968
Huntsville	1,110,227	1,172,070	102,197	96,344	105,977	99,053	96,918	104,074	95,186	102,304	98,303	105,203	91,960	90,009	95,692
Mobile	1,757,700	1,862,196	159,677	153,849	159,074	152,964	150,228	160,118	139,599	184,797	178,202	190,733	171,478	166,552	169,631
Montgomery	1,196,843	1,194,939	103,243	98,926	104,762	101,304	99,121	107,293	97,053	103,859	100,138	106,448	92,884	98,065	100,444
Tuscaloosa	474,953	502,857	41,921	41,320	43,756	42,299	40,345	44,431	42,212	45,988	43,478	46,885	39,251	39,761	40,381
Counties															
Autauga	85,288	89,608	7,688	8,177	7,964	7,688	7,159	7,843	7,092	7,760	7,171	7,730	6,968	7,563	7,606
Baldwin	273,318	298,158	25,592	25,175	27,500	27,813	25,049	26,049	21,301	27,734	26,046	27,570	25,407	27,066	27,337
Barbour	56,554	59,776	5,258	5,537	5,184	5,209	4,691	5,100	4,664	5,284	5,080	5,627	4,666	4,702	4,546
Bibb	27,255	28,783	2,296	2,271	2,425	2,593	2,391	2,706	2,442	2,742	2,579	2,653	2,194	2,141	2,276
Blount	76,382	83,228	7,105	6,616	7,467	8,251	7,483	7,520	7,041	7,556	6,319	7,050	5,812	6,245	5,926
Bullock	24,934	27,756	2,328	2,013	2,260	2,408	2,349	2,358	2,436	2,306	2,413	2,834	2,311	2,390	2,403
Butler	59,353	61,472	5,301	4,984	5,411	5,432	4,924	5,432	4,781	5,580	5,093	5,701	5,070	5,125	4,935
Calhoun	378,338	385,147	32,825	32,028	34,053	33,445	31,689	35,263	30,891	32,860	32,212	36,746	28,723	29,786	30,303
Chambers	68,953	82,689	6,782	6,688	7,030	7,323	7,219	7,731	6,957	7,618	7,118	7,094	7,002	7,074	7,429
Cherokee	46,189	50,318	4,481	4,506	4,843	4,624	3,915	4,255	3,944	4,737	3,870	4,227	3,817	3,745	4,146
Chilton	72,620	79,196	6,996	6,474	7,334	7,095	6,596	7,004	6,435	6,855	6,353	6,962	6,010	6,061	6,363
Choctaw	37,245	42,740	3,515	3,505	3,573	3,657	3,486	3,812	3,427	3,879	3,738	4,273	3,793	3,803	3,722
Clarke	88,097	94,608	7,702	7,730	8,043	8,195	7,699	8,299	7,710	8,775	8,124	9,138	7,431	7,317	7,360
Clay	25,512	26,110	2,267	2,184	2,161	2,237	2,138	2,176	2,165	2,321	2,249	2,370	2,115	2,182	2,046
Cleburne	18,897	19,802	1,784	1,686	1,755	1,807	1,601	1,719	1,493	1,821	1,664	1,689	1,569	1,649	1,642
Coffee	127,746	143,553	12,918	12,875	12,872	11,751	11,926	12,929	11,872	12,838	11,379	11,304	10,479	11,176	10,110

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979										1980		
	1978	1979	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	220,100	252,294	20,747	20,823	22,585	21,129	20,175	23,256	21,518	22,791	20,440	22,476	20,031	18,899	15,219
Conecuh	38,525	36,470	3,423	2,955	3,152	2,939	2,966	3,074	3,024	3,320	3,171	3,168	2,623	3,004	2,989
Coosa	14,895	16,427	1,351	1,285	1,437	1,377	1,357	1,531	1,356	1,432	1,423	1,708	1,623	1,636	1,791
Covington	125,895	131,731	11,411	11,738	11,565	11,381	10,766	11,847	10,965	11,973	10,877	11,579	10,458	10,950	10,793
Crenshaw	31,640	33,242	3,047	2,732	3,237	2,857	2,914	2,923	2,589	2,855	2,792	2,749	2,626	2,671	2,548
Cullman	215,399	250,530	21,117	20,591	22,990	22,496	20,648	22,600	20,841	22,557	21,635	22,365	20,325	19,049	20,504
Dale	75,869	82,879	7,181	6,883	7,132	7,183	6,984	7,586	6,709	7,263	7,037	7,619	6,936	7,241	7,542
Dallas	194,607	209,651	18,657	17,536	19,030	18,595	16,639	18,957	16,633	18,112	17,034	18,764	16,193	16,302	16,397
DeKalb	147,697	156,475	13,546	12,938	14,175	13,312	13,417	14,147	13,035	13,992	12,927	13,611	11,514	11,688	13,044
Elmore	77,805	84,205	7,213	7,015	7,300	7,611	6,909	7,750	6,918	7,258	7,163	7,308	6,361	6,402	7,022
Escambia	142,384	148,204	12,585	11,895	12,839	12,703	11,517	13,259	11,818	14,638	12,989	13,271	11,384	11,981	11,687
Etowah	371,328	401,373	34,933	33,222	35,965	33,971	32,789	36,593	33,346	35,339	33,642	35,084	31,448	29,939	31,968
Fayette	89,529	97,712	7,994	8,004	9,071	8,464	8,025	9,562	8,403	8,361	8,205	8,904	7,160	6,984	7,619
Franklin	91,365	89,149	7,789	7,271	8,732	7,824	7,141	7,893	7,249	7,990	7,108	7,766	6,371	6,481	7,082
Geneva	99,129	107,778	9,233	9,142	9,748	9,186	8,775	9,232	9,192	9,377	9,040	9,445	8,264	9,273	8,916
Greene	19,818	19,966	1,769	1,594	1,968	1,847	1,662	1,719	1,528	1,884	1,682	1,775	1,472	1,514	1,647
Hale	30,557	33,199	2,762	2,771	2,949	3,026	2,521	2,793	2,727	2,921	2,945	3,087	2,512	2,767	2,926
Henry	43,841	45,563	4,247	4,209	4,148	4,031	3,458	3,894	3,924	3,859	3,662	3,457	3,065	3,292	3,417
Houston	429,803	430,091	37,754	35,626	38,041	36,877	35,858	39,567	34,856	37,186	35,200	39,171	33,650	34,407	33,989
Jackson	147,746	156,890	13,938	13,943	14,181	13,749	13,011	13,832	12,806	14,397	12,546	13,499	11,161	11,533	12,034
Jefferson	4,307,024	4,806,087	394,462	390,900	402,236	401,488	385,553	422,766	394,031	429,531	409,247	465,988	384,227	387,452	417,800
Lamar	30,047	33,369	2,880	2,880	3,190	2,902	2,660	2,834	2,757	2,910	2,770	3,033	2,629	2,543	2,641
Lauderdale	242,869	251,687	21,366	21,061	21,902	20,613	19,711	21,613	20,552	22,172	22,443	26,437	17,918	19,867	21,291
Lawrence	53,251	58,301	5,169	5,191	5,714	5,291	4,560	4,839	4,653	5,151	4,709	5,452	4,293	4,396	4,693
Lee	251,615	268,655	22,236	22,659	22,940	22,482	20,824	23,384	22,049	24,384	24,548	24,203	23,208	23,626	22,770
Limestone	128,949	137,881	11,931	11,971	13,134	12,097	11,250	11,699	11,618	12,396	11,428	12,581	10,390	10,272	11,661
Lowndes	21,844	23,347	1,971	1,933	2,099	2,155	1,878	1,996	1,858	2,033	2,055	2,027	1,617	1,564	1,821
Macon	43,409	42,695	3,729	3,522	3,721	3,791	3,576	3,970	3,363	3,763	3,620	3,558	3,141	3,214	3,330
Madison	712,693	746,699	65,000	60,969	67,147	61,765	61,238	67,077	60,016	64,672	63,556	67,780	59,465	58,183	61,530
Marengo	72,357	79,030	6,799	5,861	7,078	6,835	6,553	7,061	6,115	7,211	6,379	7,471	6,433	6,010	6,134
Marion	65,426	70,551	6,313	5,828	6,369	5,924	5,727	6,203	6,015	6,426	5,774	6,205	5,151	5,476	6,033
Marshall	268,585	287,490	25,266	23,404	25,696	25,191	24,430	25,298	23,552	25,236	23,319	24,842	22,105	21,554	22,501
Mobile	1,484,382	1,564,038	134,085	128,674	131,574	125,151	125,179	134,069	118,298	157,063	152,156	163,163	146,071	139,486	142,294
Monroe	156,798	99,191	10,418	9,052	9,286	7,882	6,805	8,315	7,613	8,445	7,355	7,264	6,810	7,422	6,919
Montgomery	1,033,750	1,021,126	88,342	83,734	89,498	86,005	85,053	91,700	83,043	88,841	85,804	91,410	79,555	84,100	85,816
Morgan	464,592	435,939	34,699	35,045	37,004	39,313	36,069	40,024	36,258	40,227	35,605	38,699	37,491	35,708	37,809
Perry	28,053	30,752	2,682	2,637	2,545	2,614	2,545	2,773	2,548	2,756	2,684	2,720	2,300	2,345	2,505
Pickens	47,704	50,915	4,506	4,024	4,813	4,933	4,082	4,422	3,927	4,514	4,346	4,428	3,760	4,197	4,393
Pike	89,389	91,856	8,008	8,273	8,626	8,019	7,119	8,153	7,377	8,531	7,463	7,530	6,870	6,898	6,701
Randolph	51,960	51,178	4,655	4,024	4,377	4,489	3,771	4,022	4,098	4,321	4,237	5,010	4,152	4,267	4,293
Russell	83,268	85,485	7,335	7,070	7,735	7,579	7,065	7,512	6,931	7,514	7,063	7,459	6,807	7,025	7,080
St. Clair	94,879	107,685	9,160	8,811	9,893	10,003	9,420	10,391	9,585	9,275	8,736	8,288	7,955	8,400	8,056
Shelby	231,350	247,820	20,687	20,508	21,961	22,591	20,221	21,737	19,988	22,833	20,129	21,006	19,882	19,857	18,831
Sumter	30,578	33,528	2,821	2,608	2,814	3,000	2,803	2,959	2,825	3,083	2,875	3,125	2,753	2,763	2,613
Talladega	184,561	200,316	17,567	16,522	17,099	17,234	16,648	17,945	16,408	17,485	16,490	18,211	16,425	17,093	16,669
Tallapoosa	116,459	118,813	10,337	9,521	10,222	10,526	9,737	10,542	9,682	10,223	10,329	11,431	9,606	10,014	10,540
Tuscaloosa	474,953	502,857	41,921	41,320	43,756	42,299	40,345	44,431	42,212	45,988	43,478	46,885	39,251	39,761	40,381
Walker	223,305	240,278	21,639	20,087	21,309	20,230	19,342	21,202	18,859	20,658	20,015	22,097	20,127	20,005	20,095
Washington	23,013	27,358	2,145	2,149	2,410	2,236	1,983	2,381	2,357	2,764	2,641	2,643	2,551	2,513	2,344
Wilcox	29,989	31,495	2,595	2,592	2,850	2,946	2,524	2,690	2,569	2,729	2,785	2,841	2,406	2,702	2,600
Winston	79,900	60,386	5,444	5,161	5,857	5,264	4,998	5,411	5,098	5,223	4,847	4,847	4,431	4,494	4,469
Statewide [11]	2,908,331	2,961,989	225,926	232,807	250,907	235,284	240,664	265,601	246,143	262,139	284,726	349,781	243,111	245,026	262,086
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	10,003	15,714	551	793	840	1,195	415	1,247	6,887	467	258	1,146	619	323	1,027
Residential	5,366	5,316	412	84	378	238	220	363	2,972	110	35	50	99	177	121
Nonresidential	3,482	9,038	26	554	317	866	109	734	3,848	242	78	991	10	70	718
Birmingham															
Building permits *($1,000)*															
Total	115,704	133,537	13,347	7,635	15,801	10,367	12,367	10,880	15,068	9,276	15,453	4,742	7,222	8,053	19,588
Residential	30,517	39,187	4,142	3,534	2,044	1,964	2,117	2,620	9,392	895	9,661	683	618	938	1,097
Nonresidential	38,577	26,260	1,907	1,157	3,186	839	3,692	4,368	1,018	2,279	1,269	2,259	1,659	2,194	182
Decatur															
Building permits *($1,000)*															
Total	49,063	48,728	1,706	4,692	5,213	5,397	5,103	5,524	5,719	5,589	4,160	3,478	3,429	3,544	3,198
Residential	14,710	13,588	1,003	1,158	1,472	1,366	1,269	1,438	1,697	1,366	1,077	768	862	879	1,044
Nonresidential	32,950	33,606	691	3,386	3,574	3,860	3,661	3,909	3,874	4,049	2,952	2,614	2,444	2,537	1,997
Dothan															
Building permits *($1,000)*															
Total	17,171	28,431	3,642	2,363	1,497	2,923	2,190	1,332	2,846	2,864	3,473	418	1,086	1,504	1,943
Residential	7,434	11,655	1,152	1,400	979	1,766	497	936	575	475	1,779	228	637	456	257
Nonresidential	7,194	13,448	2,263	696	203	808	1,408	218	2,098	1,850	1,260	64	254	760	1,369
Gadsden															
Building permits *($1,000)*															
Total	16,498	13,488	651	2,064	1,091	1,101	1,027	1,158	760	991	1,695	284	887	457	93
Residential	5,904	5,261	190	1,515	564	559	445	548	242	560	635	100	493	118	48
Nonresidential	8,588	5,309	174	253	294	298	335	364	290	187	870	11	178	14	6
Huntsville															
Building permits *($1,000)*															
Total	60,331	52,811	7,584	5,812	3,380	5,765	6,542	1,786	3,878	3,358	4,022	1,646	1,557	17,622	3,905
Residential	29,097	15,993	2,531	1,061	1,764	1,842	1,164	1,178	2,757	1,492	679	352	336	1,313	909
Nonresidential	25,497	30,252	4,398	3,739	1,224	3,545	4,873	608	602	1,188	2,734	821	781	15,779	956
Mobile															
Building permits *($1,000)*															
Total	78,754	85,472	4,697	4,594	13,378	10,520	5,352	8,960	3,280	10,475	5,341	5,898	8,300	16,175	6,508
Residential	25,381	24,430	1,304	1,382	5,386	4,470	832	5,207	876	1,721	660	622	2,093	999	857
Nonresidential	41,272	36,847	2,334	2,082	6,522	4,864	3,532	2,247	525	1,549	724	2,893	3,840	12,905	2,678
Montgomery															
Building permits *($1,000)*															
Total	88,523	84,898	8,686	6,324	11,112	14,798	5,020	8,714	4,825	2,836	5,327	1,700	5,843	6,945	6,565
Residential	42,252	45,335	5,498	4,981	5,844	10,046	2,293	5,862	2,455	1,340	1,490	578	3,271	2,246	3,224
Nonresidential	36,716	29,442	2,344	596	4,379	3,856	1,808	1,904	1,539	501	3,004	96	1,729	2,211	2,176

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979										1980		
	1978	1979	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,412	25,180	2,754	3,342	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779	1,234	2,106	9,124
Residential	16,330	15,725	2,379	2,267	1,787	1,216	871	1,463	1,051	2,672	836	250	300	521	1,048
Nonresidential	15,011	5,842	86	820	700	658	755	278	128	329	94	1,450	647	1,432	7,729
Selma															
Building permits *($1,000)*															
Total	6,474	7,041	995	450	426	538	650	703	576	552	198	989	867	292	638
Residential	1,765	3,368	351	159	274	234	429	270	212	160	62	503	80	138	158
Nonresidential	3,296	1,864	463	101	48	92	59	160	262	200	......	435	36	......	......
Tuscaloosa															
Building permits *($1,000)*															
Total	29,257	32,021	2,726	1,214	2,065	2,737	6,555	5,474	3,147	3,744	677	762	595	3,180	1,508
Residential	16,549	12,622	1,565	791	1,453	2,221	793	1,046	699	1,314	442	388	277	1,433	288
Nonresidential	8,916	15,913	798	192	422	103	5,485	4,112	2,025	2,050	10	84	178	1,609	813

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to March 1978 benchmark. **Labor force, total employment, and unemployment estimates prior to April 1978 are not comparable to subsequent estimates. Revised procedures have been incorporated which create a "break in series," since many of the new inputs are not available for earlier periods. The nonagricultural wage and salary employment series is not affected by these changes.**

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Management Development Seminar To Be Held at U of A

The University of Alabama, through the Management Development Office of the College of Commerce and Business Administration and the Division of Continuing Education, develops and presents a number of management development seminars and workshops on a variety of topics. On August 21-22, 1980, the University will present a "Seminar on Managing and Controlling Sales Force Efforts."

This seminar is designed for sales managers, key sales representatives being groomed for management, and for owners of smaller firms.

The topics to be covered will include: sales territories, territorial profit analysis, time and territory management, return on assets managed, and evaluating individual sales performance.

For additional information, call Dr. Richard Wiegand (AC205 348-6090) or write:

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The Economy in Perspective:

The Forest Products Industry

When one speaks of industrial development, most people probably think of large manufacturing plants—steel mills, refineries, automobile assembly plants, etc.—and densely populated urban centers. Such industry has been an important source of jobs in Alabama in the past and will continue to be a factor in future development. But the emerging leader of industrial development in Alabama is a sector that does not fit most of the industrial stereotypes. The forest products industry—the fastest growing source of jobs and incomes in Alabama—includes the production of paper and pulp, lumber and wood products, and the related forest management and wood products service industries.

Unlike many economic growth generating sectors, the forest products industry is rurally oriented and is dependent on a renewable resource base. Because it relies on renewable timber resources, the development of the forest products industry promises to be a significant source of long-range economic stability for Alabama. If forest areas are properly managed and developed, there will be no problem of jobs and industries vanishing because of a depleted resource base. Additionally, developing scarcities of energy and other resources in coming years should encourage demand for forest products as substitutes for other materials in manufacturing and construction.

Timber resources and forest products industries are located in every county in Alabama. Transportation economies and water-supply considerations dictate that most forest products manufacturing operations be located in rural areas, near the timber resources. This tendency means that growth of the forest products industry can provide jobs and higher incomes in the small towns and rural communities of Alabama. Development of the forest industry may make it possible to enjoy the benefits of economic growth without destroying some of the more pleasant aspects of the rural and agricultural lifestyle of the South. An economy based on the forest industry offers the potential for sustained economic prosperity while avoiding urban sprawl, congestion, and concentrated pollution—problems which have accompanied industrial growth in other areas of the country.

According to a recent report by Dr. Warren Flick of Auburn University, Alabama forests are the third largest in the nation, with only Georgia and Oregon having slightly more timber acreage. Two-thirds of the land in Alabama is covered by forest, and in recent years new growth has consistently exceeded timber cuttings. Moreover, the timber supply in Alabama is evenly balanced between pines and hardwoods, providing an adequate resource base for all branches of the forest products industry.

The abundance of water in Alabama provides good conditions for the paper industry. Because of the growing foreign demand for paper products, the ready access to exporting routes through the Alabama State Docks at Mobile is another factor contributing to the growth of the paper and pulp industry in Alabama.

In 1977, the most recent year for which value data are available, the value of timber cut in Alabama was $219.6 million. The total forested area was 21.3 million acres in the state.

In 1978, according to recently released statistics of the Alabama Forestry Commission, the total production in the state was 1.2 billion board beet of pine lumber, 100 million board feet of pine logs, 309 million board feet of hardwood logs, 25 million board feet of hardwood logs, and 5 million cords of pulpwood.

In terms of timber value produced, the leading Alabama counties are Clarke ($15.9 million), Sumter ($13.0 million), and Choctaw ($12.6 million). Every county has some timber production, and—except for Limestone County—every county has over 100,000 acres in forest land.

There are 15 operating paper mills and 255 sawmills located in Alabama. The paper mills are geographically dispersed throughout the state. Except for Mobile County, which has three mills, no county has more than one paper mill. The geographic dispersion thus tends to minimize any adverse impacts of such operations.

The forest products industry is a source of varied types of employment, from semi-skilled to highly skilled. As the demand for forest products grows, one can expect the value added in forest products industries to increase, as will wages in the various stages of forest product management.

Ronald Bird

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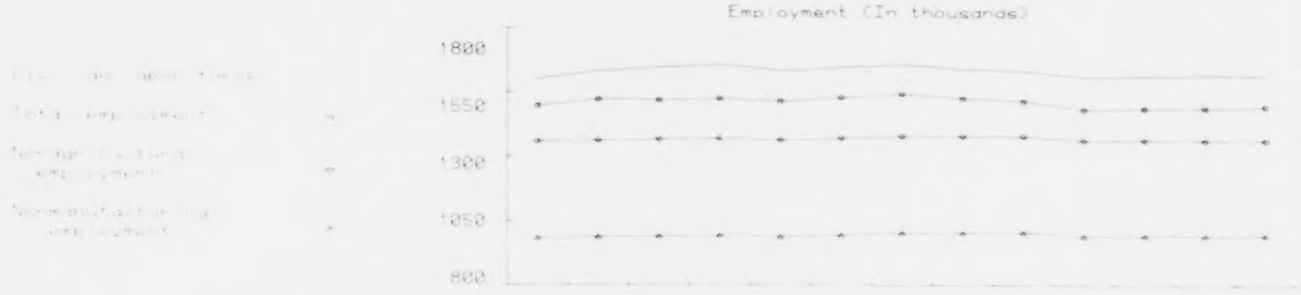
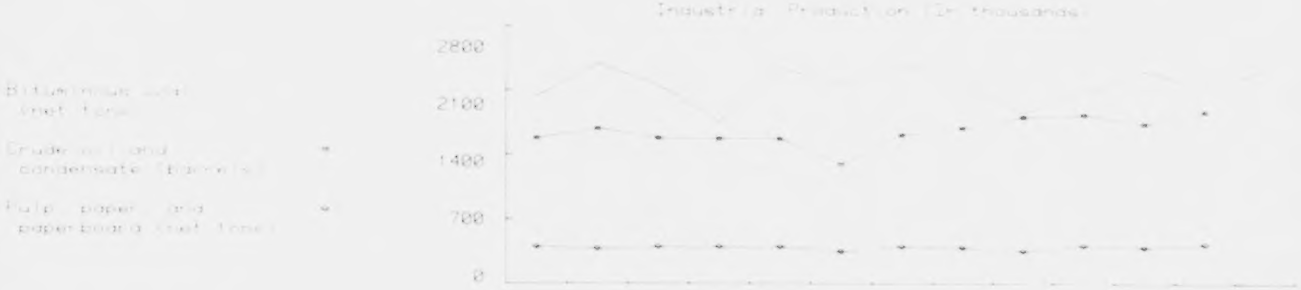
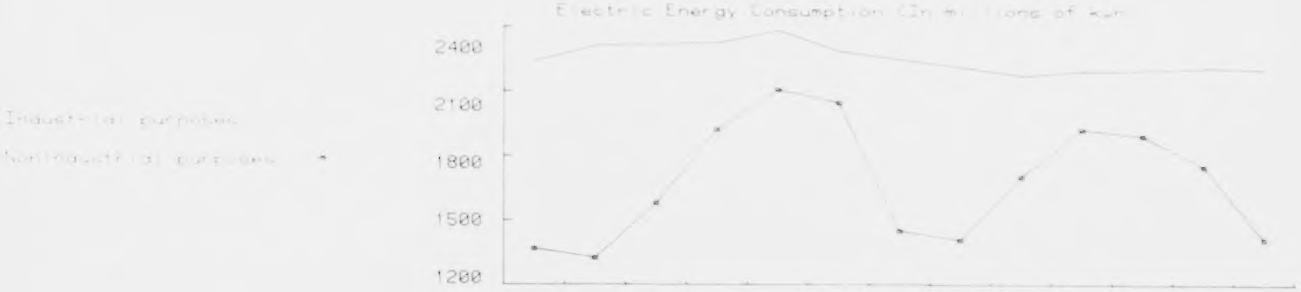
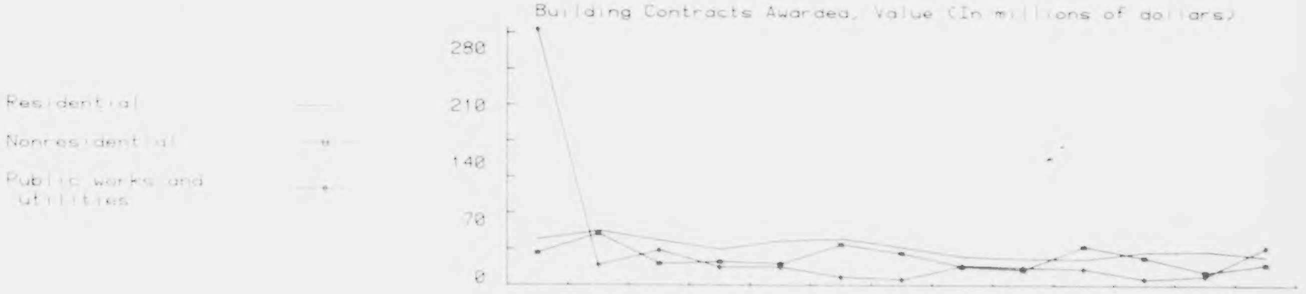
Alabama Business at a Glance

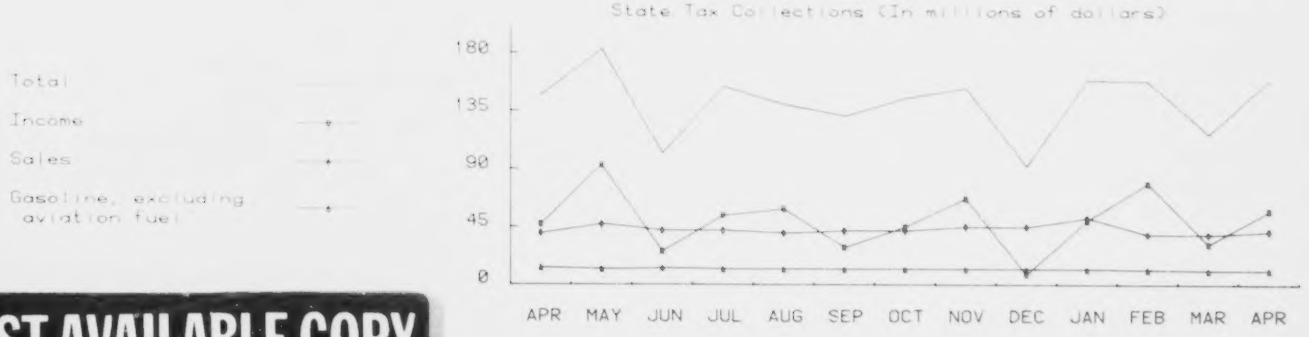
(APRIL 1978 - APRIL 1980)











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GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1979									1980			
	1978	1979	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	20,110	24,833	2,034	2,390	2,150	1,756	2,335	2,172	2,393	2,184	1,855	2,082	2,312	2,125	2,330
Cement shipments *(1,000 net tons)*	2,837	2,667	275	264	255	209	260	177	275	218	166	163	197		
Coke production *(1,000 net tons)*	3,670	4,671	370	392	397	402	416	390	384	391	406	403	367	385	
Cotton consumption *(1,000 lbs.)*	412,082	394,144	32,529	33,488	32,487	27,236	35,374	30,696	38,042	32,802	30,072	31,130	35,028r	35,385	
Crude oil and condensate production *(1,000 barrels)*	19,824	19,177	1,581	1,684	1,578	1,572	1,571	1,295	1,616	1,691	1,812	1,836	1,734	1,870	
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	27,073	28,359	2,339	2,412	2,421	2,427	2,484	2,384	2,348	2,311	2,272	2,294	2,298	2,311	2,301
Pig iron production *(1,000 net tons)*	3,417	3,675	286	334	338	332	345	273	257	243	321	359	320	354	292
Pulp, paper, and paperboard production *(1,000 net tons)*	4,455	4,603	395	377	398	397	3[illegible]	345	401	385	350	411	389r	426	
Steel ingot production, adjusted index *(1967 = 100)*	93.1	91.6	91.2	94.8	92.7	91.2	97.5	84.0	76.2	80.1	102.7	97.9	100.9	97.7	94.1
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	4,265	4,473	370	412	377	386	397	344	325	314	395	425	379	416	386
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	2,757,645r	2,527,790	647,200r	243,317	196,589	151,649	161,468	184,765	147,104	128,857	114,360	158,100	130,500	110,500	169,900
Residential	1,308,891r	983,019	88,600r	104,524	87,394	70,462	85,764	89,711	74,344	54,889	50,532	50,900	64,900	66,200	55,400
Nonresidential	761,600r	669,862	62,400r	99,508	41,615	45,541	41,023	78,704	61,793	36,454	29,970	75,600	53,400	25,900	40,600
Public works and utilities	687,154r	874,909	496,200r	39,284	67,580	35,446	34,881	16,350	10,967	37,514	33,858	31,600	12,300	18,200r	73,900
Cement consumption *(1,000 net tons)*	1,496r	1,247	108	126	122	100	132	88	131	97	75	78	84		
FINANCE															
Insurance sales, ordinary life *($1,000)*	5,162,516r	5,761,035	497,596	517,002	512,417	492,023	507,071	442,191	509,814	470,033	490,011	455,207	468,723	561,812	
Savings in savings and loan associations[4] *($1,000,000)*	3,775	4,079	3,882	3,889	3,939	3,954	3,963	3,998	4,030	4,051	4,079	4,081	4,106r	4,142	
Tax collections *($1,000)*															
Total	1,477,673	1,646,078	146,612	182,986	101,688	154,192	140,304	131,403	144,879	153,430	91,938	158,740	157,974	117,070	159,144
Franchise	37,481	41,607	3,234	1,305	2,515	5,588	2,073	4,573	4,901	2,349	3,715	804	770	8,823	3,299
Gasoline (excl. aviation)	150,919	145,662	12,544	12,027	12,705	11,893	11,772	12,485	12,028	12,149	11,800	11,640	11,488	11,053	11,344
Income	493,972	569,697	46,630	93,294	25,573	54,075	59,467	29,447	45,495	66,747	8,157	49,745	78,908	31,492	57,445
Motor fuels	26,791	28,307	2,167	2,521	2,127	1,764	2,461	1,937	2,768	3,256	2,858	2,116	2,634	1,921	1,962
Sales	456,694	507,985	39,694	46,567	42,481	41,738	40,000	42,323	41,841	45,423	44,612	52,303	38,960	39,039	41,643
2.2% Gross receipts	25,861	28,555	6,669	199		6,824	40		7,839	91	26	7,750	137	28	7,576
TVA electric	19,652	25,926	1,598	1,598	1,598	1,598	1,598	7,317		3,883	1,942	1,942	1,942	1,942	1,942
Tobacco	52,099	52,761	4,235	4,420	4,330	4,871	4,575	4,986	4,931	4,214	4,147	4,404	3,994	4,190	4,248
Use	51,435	57,383	8,431	5,542	655	9,732	4,121	393	9,280	4,465	827	11,052	3,338	600	10,091
Utility	79,978	94,022	8,453	10,041	4,640	10,280	8,041	8,549	8,512	5,146	8,039	11,515	9,355	9,772	9,314
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	195.4	217.4	211.5	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9	233.2	236.4	239.8	242.5
Food	211.4	234.5	232.3	234.3	235.4	236.9	236.3	237.1	238.2	239.1	241.7	243.8	244.9	247.3	249.1
Housing	202.8	227.6	219.8	222.4	225.5	228.4	231.5	234.6	237.7	240.8	243.6	247.3	250.5	254.5	257.9
Fuel and utilities	216.0	239.3	227.5	232.2	239.0	243.5	247.2	251.2	252.9	252.0	255.1	258.6	263.8	268.0	270.5
Apparel and upkeep	159.6	166.6	165.4	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2	171.0	171.9	176.0	177.3
Transportation	185.5	212.0	202.9	207.7	212.6	216.6	219.6	221.4	222.7	224.9	227.7	233.5	239.6	243.7	246.8
Medical care	219.4	239.7	235.1	236.3	237.7	239.9	241.8	243.7	245.9	248.0	250.7	253.9	257.9	260.2	262.0
Energy	220.4	275.9	250.2	260.8	275.4	287.1	296.3	304.3	307.5	307.8	313.7	327.9	344.6	355.0	358.8
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	209.2	235.5	230.0	232.0	233.5	236.9	238.3	242.0	245.6	247.2	249.7r	254.7	259.8	261.5	262.3
Industrial commodities	209.3	236.3	229.0	231.6	234.0	237.5	240.6	244.2	249.0	250.6	253.1r	260.3	265.4	268.2	270.7
Index of prices received by Alabama farmers *(1966-68 = 100)*	206.0	229.0	248.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0	228.0	233.0	222.0	212.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.512	.461	.473	.467	.462	.457	.452	.448	.444	.440	.435	.429	.423	.417	.412
Wholesale prices	.478	.425	.435	.431	.429	.423	.420	.414	.408	.405	.401	.393	.385	.382	.381
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,588.0r	1,625.0	1,602.2	1,632.3	1,646.8	1,657.8	1,632.6	1,647.6	1,656.6	1,638.3	1,632.0	1,608.1	1,614.7	1,618.1	1,617.6
Unemployment	101.0r	116.0	105.1	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0	126.2	126.6	128.8	121.3
Unemployment rate	6.3r	7.1	6.6	6.7	7.8	8.0	7.2	7.2	6.9	6.9	7.2	7.9	7.8	8.0	7.5
Employment	1,487.0r	1,509.0	1,497.1	1,522.2	1,518.9	1,525.4	1,514.9	1,529.4	1,542.5	1,524.9	1,514.0	1,481.9	1,488.1	1,489.3	1,496.3
Nonagricultural	1,336.5r	1,362.8	1,358.2	1,362.1	1,366.6	1,369.8	1,363.8	1,370.8	1,378.1	1,377.9	1,378.2	1,362.2	1,364.1	1,362.8	1,364.2
Manufacturing	368.9r	374.6	375.8	373.7	376.4	375.5	375.7	375.0	375.7	373.8	372.6	371.1	370.6	370.0	368.7
Durable goods	180.2r	186.2	187.0	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5	183.7	183.2	182.2	180.1
Lumber and wood products	30.2r	30.4	30.5	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8	29.4	29.8	29.1	28.4
Stone, clay, glass products	10.8	10.7	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6	10.5	10.4	10.5	10.4
Primary metals	44.6	44.5	45.2	45.1	45.8	45.2	44.7	44.3	43.5	43.2	42.7	42.9	42.6	42.2	41.4
Blast furn. and steel works	18.2r	18.1	18.6	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1	17.1	17.1	17.0	16.6
Iron and steel foundries	14.8r	14.5	14.3	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5	14.7	14.3	13.8	13.5
Fabricated metals	26.0r	26.0	26.2	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1	25.6	25.6	25.6	25.7
Machinery (incl. electrical)	31.3r	34.6	34.6	34.8	35.4	34.9	34.3	34.4	34.6	34.8	34.8	34.6	34.2	34.1	33.6
Transportation	20.5r	23.5	23.7	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3	24.4	24.5	24.7	24.5
Other durable goods	16.8r	16.5	16.1	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2	16.3	16.1	16.0	16.1
Nondurable goods	188.7r	188.4	188.8	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1	187.4	187.4	187.8	188.6
Food	27.6r	28.2	27.7	27.9	28.4	28.7	28.2	28.7	28.8	28.7	28.6	27.9	27.5	27.8	28.1
Textile mill products	45.6	44.2	44.7	44.1	43.7	43.5	43.9	43.7	43.7	43.8	43.7	43.6	43.7	43.8	44.3
Apparel	53.7r	52.8	52.7	52.4	53.2	51.9	53.2	53.1	53.6	52.3	52.5	52.5	52.5	52.8	52.8
Paper and allied products	19.7r	20.2	20.5	20.4	20.7	20.7	20.3	19.6	19.6	19.9	20.1	20.0	20.2	20.1	20.2
Printing and publishing	9.9	10.1	10.2	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9	9.9	9.9	9.9	9.8
Chemicals and allied products	15.5r	16.2	15.9	16.2	16.6	16.6	16.6	16.3	16.4	16.5	16.4	16.6	16.6	16.5	16.6
Rubber products	13.5	14.0	14.5	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2	14.2	14.3	14.2	14.2
Other nondurable goods	3.2	2.7	2.6	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.6
Nonmanufacturing	967.6r	988.2	982.4	988.4	990.2	994.2	988.1	995.8	1,002.4	1,004.1	1,005.6	991.1	993.5	992.8	995.5
Mining and quarrying	14.1r	16.7	16.7	16.7	16.9	16.8	17.0	17.1	17.0	17.3	17.2	17.3	17.1	17.1	17.2
Bituminous coal mining	10.2r	12.4	12.3	12.3	12.4	12.2	12.5	12.6	12.5	12.7	12.6	12.7	12.6	12.7	12.8
Contract construction	78.8r	75.4	74.3	77.3	79.4	79.4	78.8	78.4	77.6	76.3	73.2	66.5	65.6	66.3	68.2
Trans., comm., and utilities	69.8r	71.9	70.8	72.0	72.2	72.5	72.7	71.8	73.9	72.5	72.6	72.1	72.1	72.1	72.2
Trade	269.7r	275.8	274.7	275.0	275.3	275.6	276.2	277.2	277.7	280.8	285.7	279.8	278.0	277.3	277.6
Wholesale	71.9r	73.4	72.9	73.1	73.9	73.7	73.8	74.3	74.7	74.5	74.3	74.6	74.9	74.8	74.8
Retail	197.8r	202.4	201.8	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4	205.2	203.1	202.5	202.8
Finance, insurance, real estate	57.5r	58.2	57.9	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.0	57.9	57.9	57.8	57.8
Service and miscellaneous	191.8r	198.2	197.6	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2	200.1	200.6	200.7	200.7
Government	285.9r	292.0	290.4	291.2	288.2	291.1	284.1	292.1	297.4	298.8	297.7	297.4	302.2	301.5	301.8
Federal	64.0r	63.4	61.2	62.0	64.4	64.5	64.7	64.6	63.5	63.2	63.3	63.3	63.8	64.5	64.6
State and local	221.9r	228.6	229.2	229.2	223.8	226.6	219.4	227.5	233.9	235.6	234.4	234.1	238.4	237.0	237.2

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979									1980			
	1978	1979	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	23,413	30,434	32,953	28,365	29,456	23,414	26,961	21,359	17,189	30,688	25,279	26,810	
Nonagricultural placements	109,979	109,512	7,958	8,852	13,975	14,316	10,770	9,220	9,716	6,960	5,189	6,742	6,011	7,598	
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	26,812	27,089	29,457	47,001	29,322	28,397	29,851	28,970	33,604	71,648	28,398	32,100	
Payments *($1,000)*	107,482	134,185	9,874	10,782	9,818	11,599	11,927	9,535	11,344	10,608	11,310	16,501	13,852	12,990	
County data *(civilian labor force and unemployment rate)*															
Autauga	12,754	13,577	13,339	13,764	13,754	13,860	13,573	13,678	13,688	13,720	13,665	13,482	13,488	13,467	13,430
	6.5	6.8	6.8	7.6	6.5	7.0	5.7	6.1	6.0	6.5	6.2	7.0	6.8	6.5	6.7
Baldwin	29,408	30,260	29,917	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708	30,296	30,249	30,026	29,983
	6.0	7.0	6.5	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8	8.2	7.5	7.4	6.5
Barbour	11,180	11,310	11,281	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108	10,741	10,693	10,809	11,098
	7.1	8.7	7.8	7.4	9.4	9.5	9.9	10.6	8.7	8.6	8.2	8.1	8.3	7.9	9.1
Bibb	5,124	5,185	5,069	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213	5,044	5,092	4,993	4,928
	9.4	9.9	11.4	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3	15.1	11.6	12.3	10.9
Blount	13,606	13,584	13,245	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484	12,976	13,016	13,188	13,562
	5.8	6.6	6.4	6.3	6.9	6.7	6.3	6.2	6.6	6.6	7.0	7.7	7.6	7.5	7.4
Bullock	4,254	4,541	4,295	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571	4,253	4,330	4,394	4,425
	7.0	8.5	7.0	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0	7.8	8.0	8.5	7.3
Butler	8,373	8,474	8,360	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445	8,174	8,273	8,305	8,193
	6.2	8.5	6.9	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8	8.5	8.4	8.3	7.8
Calhoun	42,709	43,348	42,560	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677	43,855	43,743	44,216	43,676
	7.3	7.8	7.2	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8	9.1	9.1	9.8	8.6
Chambers	17,603	16,526	16,474	16,241	16,978	17,587	16,499	16,331	16,152	16,009	1[illegible],254	15,807	15,809	15,783	16,066
	5.3	9.1	9.8	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3	8.[illegible]	8.1	7.5	6.4
Cherokee	9,432	9,708	9,497	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835	9,367	9,602	10,087	10,077
	5.7	5.6	5.0	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8	5.7	6.2	7.5	5.6
Chilton	11,931	12,270	12,014	12,425	12,430	12,262	12,380	12,545	12,500	12,301	12,092	11,845	11,921	11,978	11,934
	7.3	8.4	8.3	8.2	8.9	9.3	7.4	7.5	7.6	8.2	9.7	10.6	10.3	10.0	10.3
Choctaw	5,353	5,295	5,290	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,263	5,395	5,358	5,324	5,433
	7.2	8.1	7.7	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9	8.0	7.9	7.1	7.5
Clarke	9,790	9,923	9,907	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853	9,851	10,017	9,754	9,726
	8.2	8.0	6.7	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0	7.6	8.1	7.5	9.6
Clay	5,674	5,709	5,759	5,859	5,695	5,748	5,617	5,733	5,876	5,521	5,510	5,455	5,446	5,537	5,767
	6.1	10.6	11.2	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1	11.5	10.9	9.2	7.4
Cleburne	4,632	4,980	4,866	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098	5,016	4,961	5,105	4,830
	5.0	6.0	5.1	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6	8.1	7.5	9.4	6.1
Coffee	18,137	19,829	19,744	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079	20,095	19,513	19,397	19,379
	4.9	5.1	4.5	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9	9.6	6.4	6.2	5.1
Colbert	22,115	22,133	22,025	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383	22,198	22,115	22,091	22,095
	7.2	8.3	7.5	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8	12.4	11.3	10.7	10.7
Conecuh	6,584	7,110	7,007	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925	7,092	6,878	7,067	7,113
	5.8	8.1	6.8	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4	8.8	7.5	7.1	8.1
Coosa	4,839	5,205	5,111	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229	5,369	5,411	5,281	5,232
	5.3	6.1	5.3	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4	6.2	6.3	7.0	6.3
Covington	15,357	15,361	15,115	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086	15,127	15,111	15,205	15,359
	5.7	6.3	6.0	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9	7.6	6.5	6.1	6.2
Crenshaw	6,431	6,600	6,369	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372	6,193	6,184	6,285	6,439
	5.4	6.1	4.5	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1	7.9	7.5	7.6	7.6
Cullman	24,681	25,659	25,518	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578	24,578	24,864	25,247	25,271
	6.5	7.7	6.4	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2	9.0	10.2	10.3	8.5
Dale	10,171	10,806	10,764	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997	11,001	11,154	11,316	11,437
	6.7	7.1	8.5	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8	7.4	7.5	7.5	7.3
Dallas	20,769	21,521	21,171	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497	21,023	21,316	21,425	21,651
	8.8	9.3	9.4	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3	9.2	9.9	9.3	8.8
DeKalb	24,498	25,577	25,248	25,546	25,453	26,397	26,331	26,504	26,452	25,794	25,589	25,175	25,302	25,734	25,910
	6.0	6.2	6.4	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2	7.1	7.3	7.6	6.8
Elmore	17,699	18,983	18,680	19,083	19,429	19,379	19,139	19,232	19,239	19,155	19,150	18,848	18,884	18,918	18,755
	4.8	5.5	5.7	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1	5.7	5.7	5.7	5.3
Escambia	14,989	15,639	15,401	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468	15,151	15,215	15,124	15,037
	6.8	8.6	8.0	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0	8.2	8.3	7.9	7.1
Etowah	39,597	41,225	40,597	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350	41,728	41,617	41,293	41,261
	7.0	7.5	6.8	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9	9.1	9.4	9.0	8.5
Fayette	9,638	9,956	9,664	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799	9,590	9,631	9,573	9,498
	6.0	6.4	5.8	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5	7.4	7.3	7.5	7.8
Franklin	11,067	11,408	11,068	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515	11,390	11,595	11,296	11,301
	7.7	8.7	7.2	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2	13.4	14.6	12.2	11.3
Geneva	10,397	11,750	11,486	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838	11,566	11,656	11,726	11,857
	6.2	5.3	5.0	4.9	5.6	6.7	4.5	4.1	4.5	4.1	4.5	5.5	5.6	5.1	5.3
Greene	4,332	4,047	4,048	4,318	4,139	4,205	4,096	4,181	4,131	3,915	3,765	3,715	3,767	3,734	3,774
	10.0	14.2	16.8	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5	12.9	13.6	12.0	12.0
Hale	4,811	4,771	4,795	4,949	4,801	5,062	4,736	4,900	4,949	4,686	4,587	4,519	4,495	4,737	4,684
	10.6	12.4	13.5	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0	15.0	14.0	15.9	13.7
Henry	6,776	6,762	6,778	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620	6,305	6,485	6,590	6,897
	6.9	6.0	5.7	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0	5.5	5.8	5.6	5.4
Houston	38,083	37,502	36,869	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551	37,071	36,967	37,057	37,355
	5.3	5.5	5.3	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9	5.6	5.7	5.6	5.5
Jackson	20,333	20,281	20,120	20,154	20,312	20,669	20,397	20,699	20,705	20,497	20,283	20,026	20,214	20,472	20,451
	6.9	8.1	8.3	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9	10.0	10.2	9.9	8.9
Jefferson	302,793	301,639	296,882	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380	300,838	301,555	302,850	303,166
	5.4	6.1	5.5	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4	6.6	6.6	7.0	6.7
Lamar	7,949	8,192	8,212	8,097	8,028	8,109	8,085	8,223	8,282	8,146	8,105	7,948	7,865	7,935	7,881
	5.5	5.7	6.9	4.8	3.7	5.4	5.1	5.4	5.2	5.8	7.0	6.7	5.7	7.1	6.6
Lauderdale	32,496	34,141	33,560	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166	33,599	33,804	33,886	33,862
	5.9	8.4	6.3	7.2	9.1	9.3	9.0	9.1	9.1	9.6	9.9	10.8	10.5	10.2	10.1
Lawrence	12,566	14,083	14,375	14,487	14,795	14,741	14,528	14,412	13,972	13,349	12,908	12,568	12,613	12,331	12,217
	7.3	8.7	7.1	7.1	8.1	8.8	9.4	8.4	8.7	9.5	10.8	11.6	12.1	12.5	12.3
Lee	31,733	31,500	31,214	31,711	31,969	31,405	31,292	30,895	32,031	32,133	32,272	32,278	33,111	33,061	32,779
	4.0	4.6	4.2	4.7	4.7	5.1	5.3	4.8	4.6	4.2	4.7	4.3	4.5	4.6	4.5
Limestone	19,819	20,504	20,096	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910	20,530	20,677	20,565	20,529
	6.6	7.6	6.8	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8	9.2	10.0	9.5	9.1
Lowndes	4,376	4,460	4,339	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806	4,462	4,606	4,510	4,524
	7.4	9.0	7.7	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4	11.3	12.6	12.3	11.2
Macon	7,231	7,394	7,242	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369	7,288	7,273	7,297	7,284
	6.4	7.3	6.5	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0	6.5	6.7	6.6	6.5
Madison	86,159	87,078	85,087	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226	85,662	86,001	87,449	86,216
	6.1	7.0	6.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5	7.0	7.5	9.0	7.5
Marengo	8,839	8,721	8,682	8,784	8,844	8,938	8,643	8,808	8,987	8,895	8,796	8,564	8,653	8,697	8,936
	6.8	7.7	8.7	7.0	8.1	10.0	6.8	7.9	7.5	7.8	7.3	8.1	9.0	8.8	9.8
Marion	11,612	12,064	12,009	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974	11,921	11,910	12,121	11,599
	6.6	9.2	7.7	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3	11.7	9.3	12.9	11.1
Marshall	27,349	28,816	28,309	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093	28,810	28,827	28,907	28,749
	7.1	7.4	6.8	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6	8.9	9.0	9.3	8.5
Mobile	149,460	150,035	147,223	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785	146,896	147,504	146,320	147,302
	7.2	8.3	7.1	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9	7.4	7.2	7.0	6.9

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alabama business
banking supplement

BANKING INDICATORS FOR ALABAMA

Area and type of activity	1978*		1979*		
	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter
Alabama (315)†					
Total assets	12,334,285	12,156,862	12,257,851	12,547,861	12,745,108
Government securities	[illegible]86,799	3,305,714	3,285,151	3,366,921	3,406,509
Total loans	[illegible]857,676	8,069,248	8,120,969	8,265,445	8,395,037
Total liabilities	11,171,838	11,086,612	11,152,309	11,404,074	11,559,438
Demand deposits	4,392,458	4,146,374	3,900,398	3,913,008	3,979,923
Time and savings deposits	7,816,572	7,263,823	7,588,154	7,698,139	7,807,338
Net federal funds purchased	362,206	58,411	37,540	99,504	-53,800
Equity capital	1,108,027	1,013,955	1,049,994	1,088,243	1,127,125
Autauga County (3)					
Total assets	71,486	74,582	76,396	76,500	77,687
Government securities	23,139	22,262	22,826	23,570	23,932
Total loans	40,513	41,517	42,958	45,119	45,568
Total liabilities	64,613	67,665	69,060	68,938	69,749
Demand deposits	22,117	25,507	24,279	23,492	24,102
Time and savings deposits	40,294	41,589	44,238	44,707	45,002
Net federal funds purchased	1,140	-2,125	-2,160	-1,155	1,505
Equity capital	6,873	6,917	7,336	7,562	7,938
Baldwin County (8)					
Total assets	204,437	210,232	216,393	222,758	236,860
Government securities	51,121	51,464	49,931	49,944	53,348
Total loans	131,883	135,882	140,284	144,247	144,717
Total liabilities	188,865	194,253	199,979	205,195	218,614
Demand deposits	67,678	72,228	72,308	70,977	78,073
Time and savings deposits	116,816	116,527	124,560	128,390	134,772
Net federal funds purchased	-2,920	-4,325	-10,610	-6,203	-19,310
Equity capital	15,572	15,979	16,414	17,563	18,246
Barbour County (7)					
Total assets	106,300	109,883	109,157	109,551	112,835
Government securities	33,858	32,983	33,608	32,050	31,854
Total loans	59,743	61,562	61,718	65,209	67,218
Total liabilities	97,059	100,416	99,539	99,442	102,574
Demand deposits	28,050	27,707	26,323	25,108	26,365
Time and savings deposits	68,284	71,291	72,556	73,040	74,452
Net federal funds purchased	-3,390	-3,111	-4,190	-3,418	-4,355
Equity capital	9,111	9,337	9,488	9,979	10,133
Bibb County (3)					
Total assets	39,526	39,258	39,713	41,817	42,080
Government securities	9,503	9,089	9,832	9,832	10,247
Total loans	27,739	27,483	27,212	27,332	26,722
Total liabilities	35,250	35,393	35,775	37,779	37,790
Demand deposits	10,499	10,792	10,383	10,984	10,883
Time and savings deposits	23,700	23,791	24,613	26,679	26,850
Net federal funds purchased	725	350	-75	-2,100	-3,345
Equity capital	4,276	3,866	3,938	4,039	4,290
Blount County (2)					
Total assets	47,911	49,366	51,840	52,422	56,993
Government securities	19,259	20,345	20,856	21,201	20,940
Total loans	25,443	25,540	27,016	29,024	30,227
Total liabilities	43,423	44,837	47,234	47,583	51,925
Demand deposits	13,080	13,499	14,331	13,658	16,231
Time and savings deposits	30,061	30,927	32,403	33,341	34,997
Net federal funds purchased	-450	-1,093	-1,500	0	-2,050
Equity capital	4,488	4,529	4,606	4,839	5,068
Bullock County (2)					
Total assets	33,038	33,768	33,136	34,966	34,345
Government securities	12,987	12,647	12,181	12,673	12,893
Total loans	17,707	18,394	18,771	18,389	19,276
Total liabilities	30,183	30,949	30,267	31,916	31,141
Demand deposits	9,026	10,208	9,460	10,148	8,858
Time and savings deposits	20,473	20,267	20,600	21,579	21,948
Net federal funds purchased	575	125	75	-1,250	-450
Equity capital	2,855	2,819	2,869	3,050	3,204
Butler County (2)					
Total assets	81,644	83,157	85,843	86,232	89,839
Government securities	26,476	26,525	27,342	27,260	26,925
Total loans	49,222	49,206	50,714	51,350	54,746
Total liabilities	75,483	76,971	79,407	79,581	82,723
Demand deposits	20,888	21,468	21,970	21,599	22,190
Time and savings deposits	54,013	54,946	56,947	57,339	59,439
Net federal funds purchased	-1,150	-600	-1,100	-225	-450
Equity capital	6,161	6,136	6,436	6,651	7,116
Calhoun County (12)†					
Total assets	400,912	413,255	425,432	432,477	431,117
Government securities	94,073	100,822	100,943	100,287	101,135
Total loans	257,430	261,415	269,768	273,780	268,647
Total liabilities	365,853	376,274	387,366	393,545	391,470
Demand deposits	99,110	102,101	98,451	100,450	97,006
Time and savings deposits	258,465	266,076	278,266	280,351	283,813
Net federal funds purchased	-9,650	-10,835	-11,005	-10,506	-18,850
Equity capital	35,059	36,981	38,066	38,932	39,647

Area and type of activity	1978*		1979*		
	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter
Chambers County (3)					
Total assets	53,922	58,354	55,675	58,926	61,631
Government securities	17,420	17,657	18,004	18,118	17,656
Total loans	33,038	33,684	33,999	33,987	34,722
Total liabilities	48,141	52,617	49,692	52,899	55,261
Demand deposits	19,662	23,367	18,973	20,438	20,069
Time and savings deposits	27,784	28,597	29,992	31,756	34,494
Net federal funds purchased	120	-2,300	-300	-2,500	-5,850
Equity capital	5,781	5,737	5,983	6,027	6,370
Cherokee County (3)					
Total assets	78,957	82,196	81,786	83,572	84,687
Government securities	18,078	18,835	19,094	18,734	18,085
Total loans	54,504	54,948	56,266	58,504	60,967
Total liabilities	72,970	75,920	75,564	76,775	78,016
Demand deposits	17,847	20,589	18,054	17,304	16,654
Time and savings deposits	53,093	53,677	54,801	56,195	58,554
Net federal funds purchased	-475	-1,850	-100	1,275	775
Equity capital	5,987	6,276	6,222	6,797	6,671
Chilton County (4)					
Total assets	69,513	70,218	71,957	73,827	75,427
Government securities	25,079	23,386	24,965	25,109	26,370
Total loans	36,303	38,512	40,029	40,751	41,018
Total liabilities	61,928	63,057	64,333	65,817	66,689
Demand deposits	22,614	22,158	21,725	21,662	21,452
Time and savings deposits	38,714	40,341	42,211	43,772	44,888
Net federal funds purchased	-1,925	-1,850	-1,365	-2,355	-3,050
Equity capital	7,435	7,011	7,474	7,860	8,588
Choctaw County (2)					
Total assets	58,250	59,554	62,188	61,551	60,235
Government securities	22,714	20,646	22,157	22,548	20,850
Total loans	30,504	32,825	33,539	34,418	34,840
Total liabilities	53,069	54,419	56,799	56,142	54,595
Demand deposits	13,492	15,215	14,527	13,732	13,614
Time and savings deposits	39,219	38,474	41,652	41,733	40,289
Net federal funds purchased	350	-700	-2,000	-500	-500
Equity capital	5,181	5,135	5,389	5,409	5,640
Clarke County (5)					
Total assets	107,213	109,332	110,458	112,404	113,577
Government securities	33,912	33,239	34,397	33,589	33,622
Total loans	60,401	62,151	61,967	66,033	65,549
Total liabilities	96,504	98,833	99,301	101,174	101,816
Demand deposits	33,712	35,402	34,910	33,636	33,440
Time and savings deposits	61,895	62,014	63,230	66,136	66,550
Net federal funds purchased	-2,815	-3,725	-3,275	-3,950	-5,725
Equity capital	10,709	10,499	11,157	11,230	11,761
Clay County (3)					
Total assets	39,089	38,716	38,934	39,284	40,906
Government securities	10,709	10,660	10,527	10,845	10,887
Total loans	22,464	23,014	22,887	22,333	22,430
Total liabilities	35,513	35,222	35,261	35,466	36,858
Demand deposits	11,448	11,373	10,865	10,847	11,725
Time and savings deposits	23,580	23,327	24,016	24,174	24,678
Net federal funds purchased	-3,100	-1,900	-2,375	-2,650	-3,675
Equity capital	3,576	3,494	3,673	3,818	4,048
Cleburne County (1)					
Total assets	36,177	36,180	37,511	38,879	38,916
Government securities	10,002	9,612	9,909	10,171	9,512
Total loans	24,630	25,174	25,479	26,805	27,487
Total liabilities	33,111	33,210	34,397	35,679	35,502
Demand deposits	8,608	8,513	8,589	8,961	8,581
Time and savings deposits	23,930	24,034	25,277	26,017	26,292
Net federal funds purchased	-650	-225	-1,050	-500	-1,000
Equity capital	3,066	2,970	3,114	3,200	3,414
Coffee County (5)					
Total assets	147,700	151,928	154,872	155,800	159,727
Government securities	54,656	55,795	62,272	59,194	57,055
Total loans	72,612	74,177	73,412	78,420	80,276
Total liabilities	134,016	138,109	140,434	140,642	144,152
Demand deposits	42,007	43,345	41,824	40,954	41,247
Time and savings deposits	89,511	91,222	96,769	96,072	99,255
Net federal funds purchased	-4,175	-3,195	-3,565	-2,395	-7,523
Equity capital	13,684	13,819	14,438	15,158	15,575
Colbert County (3)					
Total assets	86,488	89,458	89,271	90,177	94,923
Government securities	15,307	15,609	16,791	18,018	19,043
Total loans	62,380	62,111	62,395	63,443	64,140
Total liabilities	79,526	82,456	81,971	82,591	87,088
Demand deposits	28,763	31,478	29,696	27,822	29,302
Time and savings deposits	47,252	48,339	50,853	52,660	55,592
Net federal funds purchased	400	-2,925	-4,400	-2,150	-4,350
Equity capital	6,962	7,002	7,300	7,586	7,835

BANKING INDICATORS FOR ALABAMA—CONTINUED

Area and type of activity	1978* 3rd Quarter	1978* 4th Quarter	1979* 1st Quarter	1979* 2nd Quarter	1979* 3rd Quarter
Conecuh County (3)					
Total assets	37,449	38,712	39,026	40,365	42,402
Government securities	14,067	15,308	13,901	13,616	10,096
Total loans	18,899	20,276	21,919	23,860	25,658
Total liabilities	33,492	34,652	34,704	35,737	37,515
Demand deposits	12,784	13,088	13,092	12,905	14,181
Time and savings deposits	20,027	20,262	21,223	22,216	23,130
Net federal funds purchased	-325	690	175	150	600
Equity capital	4,084	4,060	4,322	4,628	4,887
Coosa County (1)					
Total assets	16,105	16,545	15,692	15,686	15,887
Government securities	3,169	3,218	3,221	3,000	3,140
Total loans	10,668	10,153	8,959	9,625	9,688
Total liabilities	15,078	15,507	14,507	14,482	14,677
Demand deposits	5,845	6,162	5,301	5,046	4,946
Time and savings deposits	8,940	9,000	9,037	9,240	9,522
Net federal funds purchased	-325	-800	-675	300	-1,050
Equity capital	1,027	1,038	1,185	1,204	1,210
Covington County (6)					
Total assets	167,732	181,659	173,364	176,597	178,830
Government securities	61,986	63,284	61,799	60,176	57,995
Total loans	84,209	85,626	87,089	92,429	94,150
Total liabilities	154,422	168,672	159,726	162,257	163,824
Demand deposits	47,851	62,813	49,620	50,054	49,841
Time and savings deposits	101,028	102,388	108,242	109,596	107,837
Net federal funds purchased	3,925	-1,500	-4,025	-3,425	1,315
Equity capital	13,310	12,987	13,638	14,340	15,005
Crenshaw County (3)					
Total assets	43,627	45,422	46,447	46,442	47,316
Government securities	17,078	17,700	18,310	18,309	18,397
Total loans	21,650	22,124	23,153	24,649	25,282
Total liabilities	38,819	40,927	41,453	41,257	41,621
Demand deposits	12,665	13,399	13,406	12,251	12,122
Time and savings deposits	25,991	27,211	27,743	28,746	29,207
Net federal funds purchased	-1,675	-2,600	-2,150	-1,165	-1,100
Equity capital	4,808	4,495	4,994	5,185	5,695
Cullman County (5)					
Total assets	89,790	92,041	94,175	95,979	101,346
Government securities	26,284	27,148	28,530	29,834	28,641
Total loans	47,908	49,250	50,065	52,253	55,239
Total liabilities	79,822	82,036	83,559	84,887	89,801
Demand deposits	36,423	33,750	32,629	33,540	36,462
Time and savings deposits	42,499	46,621	48,490	49,827	51,186
Net federal funds purchased	-950	-2,425	1,325	-1,850	-6,300
Equity capital	9,968	10,005	10,616	11,092	11,545
Dale County (5)†					
Total assets	92,501	95,609	99,136	100,713	103,674
Government securities	39,306	41,325	41,368	43,176	44,211
Total loans	41,793	42,884	42,902	45,441	46,336
Total liabilities	82,825	85,756	88,127	89,280	91,626
Demand deposits	29,958	30,748	32,135	30,874	29,792
Time and savings deposits	52,083	52,402	55,022	56,770	59,757
Net federal funds purchased	-2,050	-525	-5,425	-1,650	-1,900
Equity capital	9,676	9,853	11,009	11,451	11,848
Dallas County (5)					
Total assets	212,171	219,702	221,708	226,867	230,076
Government securities	70,508	68,314	69,156	69,848	69,304
Total loans	123,028	125,632	132,095	138,499	147,491
Total liabilities	190,120	196,957	198,481	203,184	205,966
Demand deposits	48,588	55,145	50,313	51,609	48,901
Time and savings deposits	134,816	136,651	144,227	146,893	149,173
Net federal funds purchased	-1,408	-7,690	-4,700	-3,060	-1,700
Equity capital	22,051	22,745	23,226	23,683	24,110
DeKalb County (8)					
Total assets	100,619	102,614	106,487	110,465	112,041
Government securities	25,102	26,640	26,013	27,554	27,508
Total loans	64,807	68,011	70,439	72,782	72,140
Total liabilities	91,088	93,015	96,601	100,132	101,254
Demand deposits	34,075	32,720	32,971	34,821	33,418
Time and savings deposits	56,159	59,033	62,129	63,506	66,446
Net federal funds purchased	-4,025	-2,175	2,450	-2,425	-5,600
Equity capital	9,531	9,599	9,886	10,333	10,787
Elmore County (4)					
Total assets	97,842	100,650	104,683	106,270	107,521
Government securities	33,405	33,951	34,538	35,432	36,088
Total loans	58,469	59,992	60,305	62,111	63,834
Total liabilities	89,248	92,458	95,996	97,135	97,870
Demand deposits	25,230	27,827	28,938	27,798	26,981
Time and savings deposits	62,439	63,921	66,624	68,975	70,453
Net federal funds purchased	-2,300	-3,000	-6,105	-6,075	-5,225
Equity capital	8,594	8,192	8,687	9,135	9,651
Escambia County (6)					
Total assets	177,933	186,306	190,074	191,517	197,241
Government securities	70,158	73,785	77,049	78,753	80,635
Total loans	80,015	82,497	85,668	89,791	91,843
Total liabilities	161,810	170,055	173,058	173,908	178,788
Demand deposits	48,453	51,631	48,478	46,319	49,990
Time and savings deposits	111,733	116,134	122,547	124,608	125,890
Net federal funds purchased	-9,095	-10,224	-9,920	-5,100	-8,530
Equity capital	16,123	16,251	17,016	17,609	18,453
Etowah County (10)					
Total assets	284,309	298,042	304,920	315,678	317,505
Government securities	70,921	72,263	76,451	79,498	77,016
Total loans	186,590	193,910	198,112	203,581	209,769
Total liabilities	259,432	273,453	279,390	289,544	291,072
Demand deposits	87,940	92,352	92,528	90,447	92,078
Time and savings deposits	167,999	175,400	182,679	189,674	190,122
Net federal funds purchased	-4,665	-5,795	-4,455	-4,790	-5,245
Equity capital	24,877	24,589	25,530	26,134	26,433
Fayette County (3)					
Total assets	53,257	53,897	53,975	56,649	57,391
Government securities	18,167	18,353	19,396	18,870	18,573
Total loans	27,063	26,770	26,697	28,050	28,116
Total liabilities	45,212	46,266	45,854	48,440	48,579
Demand deposits	18,429	18,605	17,097	18,288	17,700
Time and savings deposits	26,684	27,418	28,544	29,868	30,747
Net federal funds purchased	-1,875	-3,000	-2,375	-3,850	-5,100
Equity capital	8,045	7,631	8,121	8,209	8,812
Franklin County (4)					
Total assets	110,094	111,702	114,749	118,474	119,399
Government securities	22,239	21,524	22,343	23,986	24,859
Total loans	77,366	77,771	79,427	79,791	83,177
Total liabilities	102,573	103,799	106,588	110,087	110,714
Demand deposits	31,822	31,426	31,950	31,989	30,156
Time and savings deposits	67,824	68,444	73,168	76,119	78,379
Net federal funds purchased	400	975	-2,975	-4,800	-3,000
Equity capital	7,521	7,903	8,161	8,387	8,685
Geneva County (6)					
Total assets	88,342	91,937	93,488	93,567	93,588
Government securities	33,015	33,649	35,591	34,791	34,288
Total loans	42,031	42,160	43,735	46,063	47,157
Total liabilities	78,344	81,769	82,941	82,738	82,391
Demand deposits	25,803	27,610	27,788	25,070	24,739
Time and savings deposits	52,332	53,758	54,469	56,179	57,103
Net federal funds purchased	2,575	-4,510	-2,275	-650	2,679
Equity capital	9,998	10,168	10,547	10,829	11,197
Greene County (1)					
Total assets	19,035	20,349	21,150	21,407	21,154
Government securities	7,730	7,727	8,258	8,581	8,486
Total loans	8,373	8,768	8,674	9,278	9,651
Total liabilities	16,265	17,638	18,277	18,376	17,993
Demand deposits	7,723	8,406	9,191	9,007	8,470
Time and savings deposits	8,538	9,078	9,080	9,363	9,517
Net federal funds purchased	-1,025	1,700	-2,100	-1,400	-1,300
Equity capital	2,770	2,711	2,873	3,031	3,161
Hale County (3)					
Total assets	35,085	37,205	37,546	38,467	40,220
Government securities	9,981	10,079	10,470	11,565	11,803
Total loans	21,263	22,120	21,425	22,106	22,488
Total liabilities	31,336	33,604	33,826	34,635	36,016
Demand deposits	10,199	11,638	10,895	10,699	11,253
Time and savings deposits	20,593	21,542	22,766	23,759	24,577
Net federal funds purchased	-90	-1,150	-1,865	-1,550	2,790
Equity capital	3,749	3,601	3,720	3,833	4,204
Henry County (4)					
Total assets	80,143	83,741	83,361	83,671	84,753
Government securities	30,487	31,946	33,427	32,749	32,293
Total loans	40,396	40,957	42,995	44,630	42,793
Total liabilities	70,798	74,424	73,998	74,178	75,163
Demand deposits	19,276	20,906	19,094	16,731	18,389
Time and savings deposits	50,640	52,181	53,936	54,475	55,259
Net federal funds purchased	-1,875	-3,905	-950	1,400	-2,360
Equity capital	9,345	9,317	9,363	9,493	9,590
Houston County (9)†					
Total assets	334,739	337,676	339,686	354,122	368,462
Government securities	69,904	71,439	74,606	79,441	76,764
Total loans	210,610	208,750	212,653	212,340	218,814
Total liabilities	308,026	310,170	311,423	323,584	337,098
Demand deposits	108,749	109,058	103,804	104,687	106,243
Time and savings deposits	182,535	186,491	195,357	203,502	210,099
Net federal funds purchased	5,775	-550	2,475	-4,475	-14,685
Equity capital	25,713	26,506	27,263	29,538	31,364
Jackson County (4)†					
Total assets	109,357	110,459	114,180	118,732	120,907
Government securities	31,241	30,984	33,746	34,699	35,509
Total loans	62,541	63,379	64,421	67,354	69,919
Total liabilities	98,436	99,963	102,972	105,903	107,535
Demand deposits	34,715	35,536	35,705	35,537	34,398
Time and savings deposits	62,594	62,714	66,148	68,658	71,845
Net federal funds purchased	-5,750	-6,600	-7,200	-5,265	-5,370
Equity capital	10,921	10,496	11,208	12,829	13,372
Jefferson County (13)†					
Total assets	2,063,008	1,572,767	1,527,043	1,643,701	1,609,394
Government securities	869,225	564,782	526,949	538,580	569,838
Total loans	2,560,254	1,639,252	1,622,271	1,615,234	1,635,324
Total liabilities	1,764,400	1,379,222	1,329,915	1,441,555	1,402,648
Demand deposits	1,229,161	802,380	725,913	752,760	729,757
Time and savings deposits	1,968,007	1,303,522	1,339,739	1,352,576	1,369,306
Net federal funds purchased	375,092	127,222	162,707	138,338	161,280
Equity capital	260,142	154,079	157,662	162,680	167,280
Lamar County (5)					
Total assets	65,807	68,722	72,530	75,472	78,396
Government securities	17,413	17,523	18,599	19,519	20,791
Total loans	41,962	43,773	45,962	49,468	51,586
Total liabilities	59,441	62,245	65,960	68,555	71,311
Demand deposits	17,753	17,934	18,663	18,074	18,232
Time and savings deposits	41,407	43,695	46,596	49,242	51,637
Net federal funds purchased	-1,200	-2,325	-2,650	-900	-600
Equity capital	6,366	6,477	6,570	6,917	7,085
Lauderdale County (7)					
Total assets	258,136	269,146	270,260	274,869	284,513
Government securities	77,448	72,786	77,908	79,069	79,662
Total loans	158,010	161,941	166,789	174,270	177,478
Total liabilities	236,564	246,538	246,913	251,005	259,775
Demand deposits	71,019	75,021	69,491	69,582	70,810
Time and savings deposits	160,594	164,165	169,962	173,286	179,882
Net federal funds purchased	-3,750	-12,217	-4,075	-1,571	-6,365
Equity capital	21,572	22,608	23,347	23,864	24,738

BANKING INDICATORS FOR ALABAMA—CONTINUED

Area and type of activity	1978* 3rd Quarter	1978* 4th Quarter	1979* 1st Quarter	1979* 2nd Quarter	1979* 3rd Quarter
Lawrence County (2)					
Total assets	52,986	53,935	55,390	56,811	58,242
Government securities	16,009	17,744	16,867	17,542	17,683
Total loans	30,038	30,377	30,876	32,864	34,681
Total liabilities	47,142	48,109	49,144	50,340	51,382
Demand deposits	18,796	19,955	20,520	19,632	19,290
Time and savings deposits	27,334	27,101	27,993	29,073	29,937
Net federal funds purchased	-1,400	-1,300	-3,200	-1,700	800
Equity capital	5,844	5,826	6,246	6,471	6,860
Lee County (8)					
Total assets	201,932	205,653	209,496	214,402	220,558
Government securities	51,023	51,332	53,045	53,471	51,765
Total loans	118,342	121,326	122,792	124,719	127,399
Total liabilities	185,768	189,315	190,844	195,258	200,719
Demand deposits	64,561	64,080	62,526	61,078	65,214
Time and savings deposits	117,166	120,573	124,987	127,984	128,817
Net federal funds purchased	-9,660	7,744	10,149	-9,353	-10,370
Equity capital	15,764	15,938	18,252	18,744	19,439
Limestone County (2)					
Total assets	54,628	55,503	55,423	57,361	56,961
Government securities	13,433	13,712	14,531	14,554	14,664
Total loans	37,116	36,454	35,104	36,580	36,751
Total liabilities	49,639	50,401	50,162	51,935	51,378
Demand deposits	19,495	20,057	19,721	18,868	19,301
Time and savings deposits	27,890	29,500	29,666	30,385	30,618
Net federal funds purchased	-250	-1,250	1,910	400	-1,250
Equity capital	4,989	5,102	5,261	5,426	5,583
Lowndes County (1)					
Total assets	23,422	24,460	25,070	25,246	26,339
Government securities	7,516	8,930	9,127	9,813	11,174
Total loans	16,281	16,123	16,163	15,756	15,317
Total liabilities	20,523	21,815	21,905	21,896	22,968
Demand deposits	5,626	6,303	6,010	5,502	5,950
Time and savings deposits	14,526	15,250	15,524	15,963	16,257
Net federal funds purchased	300	0	300	200	600
Equity capital	2,899	2,645	3,165	3,350	3,371
Macon County (2)					
Total assets	38,552	37,283	39,096	39,136	39,472
Government securities	11,437	11,660	12,688	11,783	11,750
Total loans	19,871	20,585	21,075	21,428	22,110
Total liabilities	35,654	34,305	35,322	35,393	35,632
Demand deposits	14,807	13,242	13,478	12,705	13,015
Time and savings deposits	20,507	20,287	20,804	21,233	21,587
Net federal funds purchased	-2,450	-375	125	475	175
Equity capital	2,898	2,978	3,774	3,743	3,640
Madison County (5)					
Total assets	412,224	433,015	434,153	445,844	461,364
Government securities	93,995	93,819	95,170	105,746	109,976
Total loans	261,516	268,418	267,590	274,745	277,836
Total liabilities	380,922	399,569	400,633	411,769	426,225
Demand deposits	142,649	159,011	146,746	147,579	151,906
Time and savings deposits	227,837	227,948	241,964	251,829	256,545
Net federal funds purchased	-4,352	-9,682	-9,219	-8,037	-10,550
Equity capital	31,301	32,696	33,517	34,075	35,139
Marengo County (5)					
Total assets	78,067	81,092	81,717	83,144	84,949
Government securities	23,446	24,452	24,910	24,704	24,032
Total loans	43,291	44,112	45,823	47,565	48,750
Total liabilities	70,598	73,739	74,005	75,385	76,835
Demand deposits	22,203	24,846	23,418	23,317	23,701
Time and savings deposits	47,991	48,378	50,112	50,990	51,885
Net federal funds purchased	-4,220	-4,350	-2,325	-2,700	-3,900
Equity capital	7,469	7,353	7,712	7,759	8,114
Marion County (6)					
Total assets	95,122	95,978	98,828	101,425	102,404
Government securities	24,930	25,971	26,609	26,801	27,206
Total loans	60,138	59,746	61,395	62,674	64,384
Total liabilities	86,511	87,479	89,751	92,064	92,602
Demand deposits	31,662	30,587	31,664	32,666	31,124
Time and savings deposits	52,866	55,144	56,690	57,990	59,634
Net federal funds purchased	-1,779	-2,850	-2,400	-2,925	-2,400
Equity capital	8,611	8,499	9,077	9,361	9,802
Marshall County (10)					
Total assets	228,135	233,200	239,228	244,519	251,030
Government securities	49,153	50,020	50,987	52,481	52,766
Total loans	157,953	162,393	167,457	173,592	177,564
Total liabilities	207,487	212,508	218,297	223,109	229,053
Demand deposits	66,826	69,268	67,770	67,284	70,527
Time and savings deposits	133,013	135,730	144,278	149,120	150,444
Net federal funds purchased	1,625	1,350	425	425	-300
Equity capital	20,648	20,692	20,941	21,410	21,977
Mobile County (7)					
Total assets	1,407,841	1,460,360	1,430,247	1,433,936	1,474,764
Government securities	273,200	269,482	261,636	266,463	260,049
Total loans	940,605	961,343	951,407	952,464	953,475
Total liabilities	1,310,627	1,361,487	1,329,067	1,331,492	1,364,690
Demand deposits	447,215	503,391	450,981	451,135	493,061
Time and savings deposits	795,024	785,493	813,289	813,136	786,261
Net federal funds purchased	17,122	16,750	10,262	25,605	-24,295
Equity capital	83,215	84,873	87,180	88,444	92,074
Monroe County (5)					
Total assets	69,930	70,399	71,330	71,721	72,331
Government securities	27,472	27,882	26,953	26,585	25,906
Total loans	32,060	32,153	34,452	36,749	37,627
Total liabilities	63,096	63,586	64,259	64,345	64,567
Demand deposits	23,750	25,185	26,112	24,985	24,613
Time and savings deposits	38,840	37,874	37,533	38,668	38,880
Net federal funds purchased	-3,400	-3,250	-2,550	-1,800	-1,425
Equity capital	6,834	6,813	7,071	7,376	7,764

Area and type of activity	1978* 3rd Quarter	1978* 4th Quarter	1979* 1st Quarter	1979* 2nd Quarter	1979* 3rd Quarter
Montgomery County (7)†					
Total assets	1,118,650	1,140,646	1,217,839	1,209,912	1,217,059
Government securities	237,670	239,874	228,607	250,684	259,121
Total loans	706,131	722,954	733,663	756,102	780,735
Total liabilities	1,036,394	1,056,897	1,132,230	1,118,284	1,122,361
Demand deposits	336,864	358,045	342,794	345,414	352,052
Time and savings deposits	563,229	582,639	626,581	616,719	629,060
Net federal funds purchased	42,659	45,286	23,856	39,516	47,033
Equity capital	82,256	83,749	85,609	91,628	94,698
Morgan County (6)†**					
Total assets	842,625	865,852	859,276	875,942	882,998
Government securities	209,730	205,556	185,680	189,428	189,875
Total loans	553,592	567,030	562,061	556,969	559,147
Total liabilities	779,529	800,207	792,196	807,063	812,104
Demand deposits	276,579	276,971	261,323	260,430	273,576
Time and savings deposits	451,691	466,837	485,219	477,103	486,666
Net federal funds purchased	40,839	38,179	31,254	57,317	27,835
Equity capital	63,096	65,645	67,080	68,879	70,894
Perry County (4)					
Total assets	46,748	48,961	50,676	51,997	51,664
Government securities	15,922	15,998	16,331	16,460	16,419
Total loans	28,113	28,247	29,769	31,485	31,429
Total liabilities	41,776	44,117	45,486	46,666	46,263
Demand deposits	10,821	12,422	12,367	11,618	11,578
Time and savings deposits	30,176	30,963	32,370	33,048	33,028
Net federal funds purchased	525	-1,500	-1,200	975	275
Equity capital	4,972	4,844	5,190	5,331	5,401
Pickens County (5)					
Total assets	66,946	67,945	69,473	71,829	72,903
Government securities	19,349	20,231	21,899	23,432	23,979
Total loans	40,578	41,008	41,187	43,328	45,729
Total liabilities	61,227	62,349	63,563	65,520	66,352
Demand deposits	21,147	22,355	21,022	21,156	20,756
Time and savings deposits	39,052	39,596	42,145	43,524	43,594
Net federal funds purchased	-2,575	-2,325	-2,650	850	460
Equity capital	5,719	5,596	5,911	6,309	6,551
Pike County (5)					
Total assets	115,514	118,829	121,883	125,329	128,240
Government securities	35,105	36,401	37,330	37,197	36,629
Total loans	66,449	67,385	70,780	74,487	77,355
Total liabilities	104,815	107,910	110,522	113,723	116,068
Demand deposits	28,971	29,472	28,724	29,576	29,441
Time and savings deposits	74,877	77,352	80,931	82,821	85,101
Net federal funds purchased	-3,365	-5,425	-3,300	-3,205	-4,340
Equity capital	10,549	10,769	11,211	11,456	12,022
Randolph County (4)					
Total assets	59,022	61,629	62,292	63,466	63,712
Government securities	20,423	22,338	22,882	22,994	22,983
Total loans	34,204	34,183	34,208	35,168	36,011
Total liabilities	53,735	56,328	56,668	57,589	57,535
Demand deposits	17,974	19,058	18,412	18,491	17,786
Time and savings deposits	35,353	36,882	37,974	38,563	39,218
Net federal funds purchased	-1,565	-2,060	-1,825	-1,065	-1,850
Equity capital	5,287	5,301	5,624	5,877	6,177
Russell County (4)					
Total assets	67,721	70,139	69,981	69,553	70,350
Government securities	19,298	18,362	19,832	22,054	21,213
Total loans	41,293	40,590	40,785	39,970	40,703
Total liabilities	62,267	64,503	64,167	63,519	64,167
Demand deposits	21,885	23,2[illegible]8	23,138	21,830	23,248
Time and savings deposits	39,507	39,776	40,083	39,341	39,123
Net federal funds purchased	-700	-4,355	-3,800	-1,375	-3,450
Equity capital	5,454	5,636	5,814	6,034	6,183
St. Clair County (5)					
Total assets	68,982	71,901	74,258	75,965	77,571
Government securities	18,602	18,647	19,486	20,511	20,671
Total loans	45,316	47,309	47,814	48,408	50,424
Total liabilities	62,877	65,892	68,142	69,451	70,837
Demand deposits	22,340	22,183	21,540	21,951	21,2[illegible]
Time and savings deposits	39,844	42,802	45,276	46,647	48,610
Net federal funds purchased	-1,000	-2,125	-2,000	-3,100	-3,850
Equity capital	6,105	6,009	6,116	6,514	6,734
Shelby County (7)					
Total assets	107,221	113,568	110,872	113,683	113,945
Government securities	33,451	34,053	34,524	34,561	35,066
Total loans	62,316	64,108	64,476	65,901	66,899
Total liabilities	97,552	104,114	101,142	103,459	103,351
Demand deposits	33,852	37,049	32,015	33,912	32,532
Time and savings deposits	61,319	65,396	67,973	68,114	69,205
Net federal funds purchased	-820	-3,695	-3,765	-3,640	-4,350
Equity capital	9,669	9,454	9,730	10,224	10,594
Sumter County (2)					
Total assets	36,093	37,427	38,823	39,271	40,918
Government securities	13,846	15,399	15,982	15,589	14,797
Total loans	18,230	18,629	19,353	20,534	22,644
Total liabilities	32,014	33,327	34,636	34,957	36,407
Demand deposits	13,028	13,397	13,144	12,972	13,318
Time and savings deposits	18,632	19,434	20,616	20,688	21,536
Net federal funds purchased	-350	-450	-125	525	575
Equity capital	4,079	4,100	4,187	4,314	4,511
Talladega County (8)					
Total assets	179,352	180,483	181,872	183,250	183,226
Government securities	47,687	46,902	47,387	48,245	48,170
Total loans	102,145	104,911	106,182	109,391	110,444
Total liabilities	164,629	165,664	166,796	167,801	167,181
Demand deposits	57,227	56,397	54,814	55,206	53,839
Time and savings deposits	105,963	107,129	109,870	110,103	110,271
Net federal funds purchased	-8,450	-8,450	-8,600	-8,200	-7,625
Equity capital	14,723	14,819	15,077	15,449	16,045

BANKING INDICATORS FOR ALABAMA—CONTINUED

Area and type of activity	1978*		1979*		
	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter
Tallapoosa County (5)					
Total assets	116,477	118,714	119,900	122,109	127,378
Government securities	32,044	32,108	32,209	33,307	38,631
Total loans	73,346	74,684	74,487	76,011	76,880
Total liabilities	105,910	108,182	108,780	110,582	115,480
Demand deposits	33,685	36,088	34,756	33,215	33,595
Time and savings deposits	70,771	70,539	72,870	75,340	78,681
Net federal funds purchased	2,200	-1,975	-4,150	-2,175	-3,925
Equity capital	10,567	10,532	11,120	11,527	11,898
Tuscaloosa County (5)					
Total assets	357,080	366,462	367,728	382,638	400,070
Government securities	98,495	101,718	101,845	107,230	109,675
Total loans	218,957	222,258	215,586	215,908	213,569
Total liabilities	325,667	334,182	334,551	348,282	364,762
Demand deposits	128,150	128,943	121,326	124,052	128,845
Time and savings deposits	182,560	180,859	199,324	211,980	218,486
Net federal funds purchased	6,553	17,070	169	-8,714	26,151
Equity capital	31,413	32,280	33,177	34,356	35,308
Walker County (6)					
Total assets	175,421	177,944	185,460	187,305	192,454
Government securities	56,113	57,143	59,227	59,429	60,654
Total loans	95,273	97,504	98,197	101,059	100,288
Total liabilities	157,857	160,082	166,823	168,032	172,513
Demand deposits	66,019	65,213	66,388	65,063	65,959
Time and savings deposits	88,255	90,101	96,471	97,824	99,947
Net federal funds purchased	-6,025	-4,150	-7,125	-6,525	-11,625
Equity capital	17,564	17,862	18,637	19,273	19,941
Washington County (2)†					
Total assets	19,265	22,757	22,729	23,390	27,070
Government securities	5,288	5,468	5,595	5,385	5,440
Total loans	13,340	14,183	14,805	15,826	16,363
Total liabilities	17,140	19,635	19,801	20,282	23,787
Demand deposits	6,783	9,004	7,547	7,327	10,233
Time and savings deposits	10,324	10,618	12,099	12,883	13,503
Net federal funds purchased	400	1,150	1,450	-1,150	4,500
Equity capital	2,124	3,122	2,928	3,108	3,283
Wilcox County (3)					
Total assets	42,590	44,478	44,837	45,536	45,524
Government securities	16,775	16,212	17,413	17,401	17,055
Total loans	21,057	20,902	21,474	22,852	23,399
Total liabilities	39,107	40,928	41,148	41,736	41,511
Demand deposits	11,033	12,147	11,288	11,338	10,682
Time and savings deposits	27,377	28,493	29,406	29,991	30,477
Net federal funds purchased	500	-3,575	1,975	1,425	1,650
Equity capital	3,233	3,300	3,439	3,550	3,763
Winston County (1)					
Total assets	52,095	53,909	55,732	56,270	57,811
Government securities	18,260	18,996	19,135	18,882	18,908
Total loans	25,702	26,742	27,839	30,161	30,641
Total liabilities	48,317	50,255	51,621	52,119	53,308
Demand deposits	15,448	15,352	15,184	14,846	14,887
Time and savings deposits	32,092	33,659	35,394	36,060	37,028
Net federal funds purchased	4,100	4,100	-3,800	-2,200	2,800
Equity capital	3,778	3,654	4,111	4,151	4,503

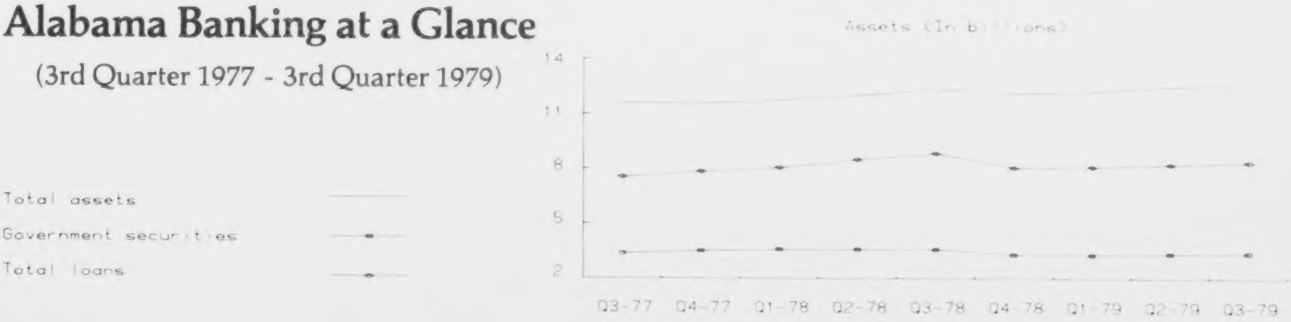
NOTE: Data are derived from computer tapes obtained from the Federal Reserve Board. These tapes include those quarterly data which each commercial bank insured by the Federal Deposit Insurance Corporation must file in its Report of Conditions form.

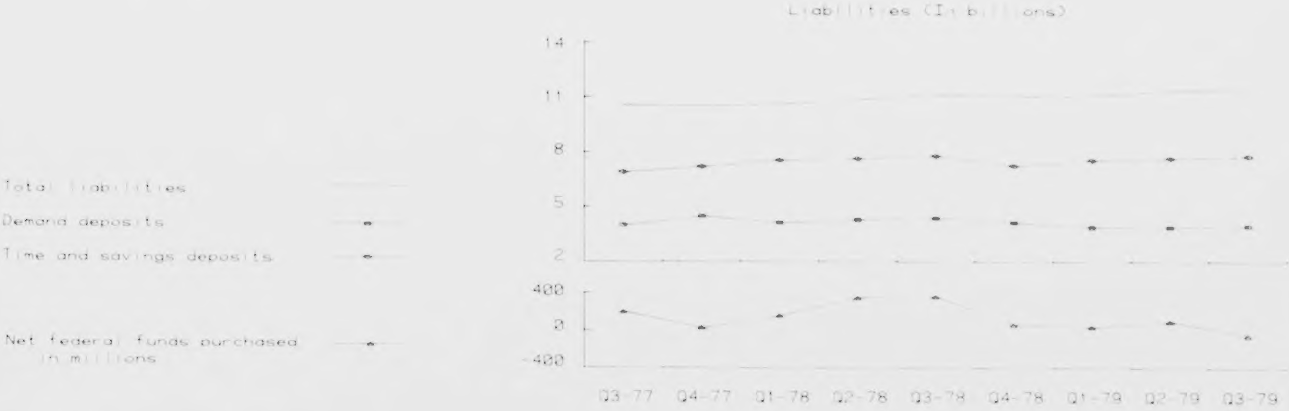
*All data are presented in *thousands of dollars*. †The figure given for total number of banks is the total for the latest quarter included. Areas in which the total is not the same for all quarters are Alabama—309, 3rd Q '78; 311, 4th Q '78; 312, 1st Q '79; Calhoun County—11, 3rd Q '78; Dale County—4, 3rd Q and 4th Q '78; Houston County—8, 3rd Q and 4th Q '78 and 1st Q '79; Jackson County—3, 3rd Q and 4th Q '78 and 1st Q '79; Jefferson County—14, 3rd Q '78; Montgomery County—6, 3rd Q and 4th Q '78 and 1st Q '79; Morgan County—5, 3rd Q '78; and Washington County—1, 3rd Q '78. **The Central Bank of Decatur is a branch banking system with branches located in about a dozen North Alabama counties. All reporting, however, occurs in Morgan County, thus accounting for the unusually high numbers.

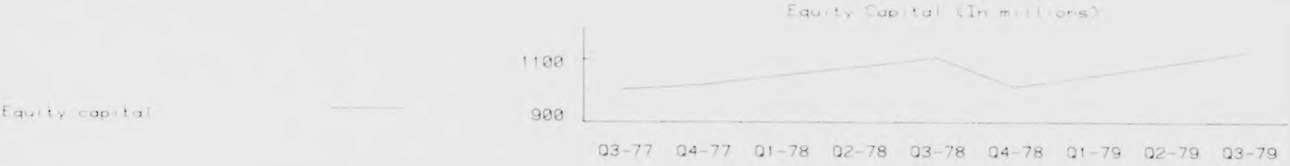
Total Assets: The sum of all individual asset accounts (such as loans and investments) of the banks. **Government Securities**: Represents the investment portfolios of the banks and is the sum of their U.S. Treasury securities, U.S. government securities, and the obligations of state and political subdivisions. **Total Loans**: Gross loans minus unearned interest. **Total Liabilities**: The total obligations of the banks to their depositors and other creditors. **Demand Deposits**: The sum of all deposits payable on demand. **Time and Savings Deposits**: The sum of all interest-bearing accounts. **Net Federal Funds Purchased**: Federal funds purchased minus federal funds sold, where federal funds are defined as all immediately available money borrowed (purchased) or loaned (sold). **Equity Capital**: The investment of the stockholders of the bank plus all previous reinvested earnings.

Alabama Banking at a Glance

(3rd Quarter 1977 - 3rd Quarter 1979)







GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979									1980			
	1978	1979	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	11,134	10,663	10,330	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427	10,331	10,223	10,154	10,195
	6.8	8.2	7.0	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6	8.6	7.5	7.5	8.0
Montgomery	83,586	86,220	84,222	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104	85,900	86,116	86,236	85,546
	5.5	5.7	5.1	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4	6.1	6.2	6.2	5.8
Morgan	34,984	36,065	35,514	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027	35,603	36,015	36,050	36,170
	6.5	7.3	6.6	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6	8.9	9.9	9.7	9.3
Perry	4,610	4,821	4,639	4,835	4,808	5,057	4,874	4,929	4,990	5,040	4,873	4,750	4,779	4,799	4,824
	8.4	8.2	6.1	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8	8.4	7.3	7.1	5.5
Pickens	8,101	7,953	7,947	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838	7,762	7,814	7,791	7,538
	8.7	8.8	9.9	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7	10.0	11.1	11.4	8.9
Pike	12,457	13,297	13,193	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757	12,503	13,153	13,124	13,183
	5.2	4.8	4.3	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6	5.5	5.2	5.7	5.1
Randolph	8,140	7,624	7,800	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559	7,250	7,461	7,319	7,166
	10.4	10.5	10.0	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0	8.4	12.1	10.5	7.4
Russell	18,407	17,511	17,231	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559	17,456	17,460	17,514	17,398
	7.2	8.0	7.6	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2	9.1	9.1	9.1	8.1
St. Clair	15,399	16,796	16,608	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259	16,926	16,950	16,920	16,972
	4.9	5.9	5.7	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9	7.3	7.3	7.0	6.9
Shelby	22,682	26,533	26,209	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969	26,417	26,494	26,440	26,800
	6.5	5.8	5.6	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8	6.2	6.2	6.0	6.8
Sumter	6,571	6,635	6,581	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452	6,454	6,467	6,566	6,599
	5.9	6.9	6.2	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6	7.0	7.4	8.4	12.1
Talladega	26,864	28,162	28,098	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277	28,127	28,294	28,190	27,843
	8.3	10.4	10.0	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3	12.0	12.2	12.4	11.4
Tallapoosa	16,081	15,638	15,427	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786	16,105	16,241	16,169	16,091
	5.5	6.3	6.5	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2	6.0	6.2	6.1	5.2
Tuscaloosa	51,592	51,589	52,276	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123	51,991	52,133	52,303	51,773
	6.9	6.1	5.9	6.3	6.4	6.1	5.9	5.7	5.2	5.4	5.9	7.5	6.5	7.9	7.0
Walker	28,938	31,188	30,876	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744	31,315	31,521	31,137	31,590
	6.8	8.4	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6	9.5	9.9	8.7	9.7
Washington	5,654	6,138	5,933	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249	6,213	6,375	6,453	6,353
	10.1	9.8	9.9	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6	6.9	8.3	9.7	7.9
Wilcox	4,861	4,979	4,904	5,022	5,039	5,266	4,965	5,055	5,104	5,032	4,905	4,858	5,065	5,019	5,248
	7.1	9.6	8.8	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7	8.6	11.1	9.2	11.8
Winston	7,432	7,746	7,668	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846	7,493	7,381	7,466	7,436
	8.9	11.4	9.2	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5	15.7	13.4	14.7	12.7
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	1,049,905	—	43,823	64,518	50,712	62,229	64,604	56,786	66,865	51,681		—	—	—	—
Shipping weight *(1,000,000 lbs.)*	35,633	—	1,787	1,789	1,475	2,290	2,066	1,430	1,771	1,683		—	—	—	—
Exports															
Value *($1,000)*	913,311	—	46,158	53,631	65,434	55,543	73,641	36,998	100,924	134,566		—	—	—	—
Shipping weight *(1,000,000 lbs.)*	10,454	—	522	442	538	555	616	234	850	1,088		—	—	—	—
Shipments by water, Port of Mobile[8] *(1,000 tons)*	34,783	37,953	3,603	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874	3,602	3,980	4,654	2,841
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	22,495	21,905	1,466	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802	2,021	1,991	1,850	1,511
Gasoline sales[9] *(1,000 gallons)*	2,163,414	2,074,362	172,515	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987	164,815	158,602	162,768	162,778
New passenger car registrations[10] *(number)*	176,113	161,661	14,718	15,447	12,69	13,196	15,088	10,340	14,362	11,008	12,547	11,361	11,707	12,571	—
Retail sales by kind of business state totals[11] *($1,000,000)*															
Food	2,708	3,004	239	249	274	250	258	257	256	257	273	256	253	266	271
General stores with food and gas	188	229	18	19	21	20	21	20	21	20	21	20	21	22	22
General merchandise	1,778	1,928	155	156	149	140	157	146	158	198	284	122	132	153	129
Apparel	423	457	39	36	34	33	38	35	39	41	64	32	30	37	38
Furniture, furnishings, etc.	461	512	40	43	43	43	45	41	45	46	53	42	40	42	39
Automotive	2,708	2,686	235	245	221	222	251	204	239	205	198	196	204	208	185
Gasoline service stations	859	1,039	78	85	88	91	101	97	105	99	103	102	106	110	107
Lumber and building materials	850	898	72	81	80	77	82	76	90	82	69	68	68	69	73
Hardware and farm implements	423	419	39	39	37	32	38	34	42	34	33	28	29	33	34
Eating places	809	896	74	77	77	77	82	74	78	76	81	74	74	79	77
Drug stores	362	407	32	34	33	32	33	32	35	34	43	35	37	37	37
All other retail	1,968	2,137	184	199	179	162	183	166	195	181	214	169	173	182	189
Total sales by retail concerns	13,537	14,612	1,205	1,263	1,234	1,181	1,289	1,181	1,302	1,273	1,436	1,145	1,167	1,239	1,201
Nonretail and unclassified concerns	4,573	4,514	360	386	373	366	401	375	411	389	419	394	391	416	404
Total all sales at retail	18,110	19,126	1,565	1,649	1,608	1,546	1,691	1,556	1,713	1,662	1,855	1,539	1,558	1,654	1,604
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	378,338	385,147	32,028	34,053	33,445	31,690	35,265	30,893	32,878	32,268	36,792	28,842	29,954	30,990	31,552
Birmingham	4,856,558	5,401,870	440,361	455,324	454,227	434,597	476,272	442,635	482,583	458,206	517,867	432,871	437,431	470,555	468,897
Florence	462,969	503,981	41,884	44,481	41,742	39,889	44,869	42,056	44,957	42,830	48,908	37,958	38,850	40,611	37,139
Gadsden	371,328	401,373	33,222	35,965	33,971	32,789	36,593	33,346	35,339	33,642	35,090	31,502	30,127	32,811	32,012
Huntsville	1,110,227	1,172,070	96,373	105,986	99,065	96,926	104,088	95,203	102,323	98,352	105,366	92,395	90,644	97,459	95,944
Mobile	1,757,700	1,862,196	153,585	158,509	152,724	149,960	159,764	139,233	184,592	177,864	190,547	171,520	167,305	177,380	172,157
Montgomery	1,196,843	1,194,939	98,926	104,761	101,315	99,119	107,286	97,066	103,840	100,178	106,451	93,045	98,418	102,914	95,069
Tuscaloosa	474,953	502,857	41,192	43,588	42,144	40,204	44,234	42,096	45,873	43,373	46,808	39,639	39,836	41,035	40,235
Counties															
Autauga	85,288	89,608	8,177	7,964	7,688	7,159	7,848	7,114	7,761	7,191	7,731	6,970	7,597	7,812	6,673
Baldwin	273,318	298,158	25,175	27,200	27,813	25,053	26,049	21,301	27,737	26,067	27,580	25,482	27,115	27,644	27,220
Barbour	56,554	59,776	5,537	5,184	5,209	4,691	5,100	4,664	5,284	5,080	5,653	4,691	4,795	4,819	5,302
Bibb	27,255	28,783	2,271	2,425	2,593	2,391	2,706	2,442	2,742	2,579	2,653	2,259	2,185	2,331	2,244
Blount	76,382	83,228	6,616	7,467	8,251	7,483	7,520	7,041	7,556	6,320	7,050	5,815	6,285	6,161	6,780
Bullock	24,934	27,756	2,013	2,260	2,408	2,349	2,358	2,436	2,306	2,413	2,835	2,313	2,415	2,466	2,609
Butler	59,353	61,472	4,984	5,411	5,432	4,924	5,432	4,781	5,583	5,093	5,701	5,087	5,172	5,019	5,087
Calhoun	378,338	385,147	32,028	34,053	33,445	31,690	35,265	30,893	32,878	32,268	36,792	28,842	29,954	30,990	31,552
Chambers	68,953	82,689	6,688	7,030	7,323	7,224	7,731	6,957	7,618	7,118	7,097	7,004	7,074	7,533	7,315
Cherokee	46,189	50,318	4,506	4,844	4,624	3,915	4,255	3,944	4,737	3,870	4,227	3,817	3,758	4,200	4,066
Chilton	72,620	79,196	6,474	7,334	7,095	6,596	7,004	6,457	6,855	6,353	7,003	6,022	6,100	6,521	6,739
Choctaw	37,245	42,740	3,505	3,573	3,657	3,486	3,812	3,427	3,879	3,738	4,273	3,796	3,822	3,812	3,651
Clarke	88,097	94,608	7,730	8,043	8,195	7,699	8,299	7,710	8,775	8,124	9,138	7,431	7,338	7,450	7,400
Clay	25,512	26,110	2,184	2,161	2,237	2,139	2,176	2,165	2,321	2,249	2,370	2,115	2,203	2,103	2,163
Cleburne	18,897	19,802	1,686	1,755	1,807	1,601	1,719	1,493	1,821	1,664	1,689	1,574	1,655	1,656	1,562
Coffee	127,746	143,553	12,875	12,873	11,751	11,926	12,929	11,872	12,838	11,379	11,314	10,485	11,196	10,608	10,380

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979									1980			
	1978	1979	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	220,100	252,294	20,823	22,579	21,129	20,178	23,256	21,504	22,785	20,427	22,460	20,025	18,940	19,705	16,151
Conecuh	38,525	36,470	2,955	3,152	2,939	2,966	3,074	3,024	3,320	3,171	3,168	2,623	3,035	3,014	2,953
Coosa	14,895	16,427	1,285	1,437	1,377	1,357	1,531	1,356	1,432	1,424	1,710	1,628	1,649	1,774	1,828
Covington	125,895	131,731	11,738	11,566	11,381	10,766	11,847	10,965	11,980	10,879	11,582	10,460	10,961	10,908	11,202
Crenshaw	31,640	33,242	2,732	3,237	2,857	2,916	2,923	2,589	2,855	2,792	2,749	2,628	2,681	2,571	2,963
Cullman	215,399	250,530	20,591	22,990	22,496	20,648	22,600	20,841	22,557	21,636	22,369	20,389	19,174	20,921	20,213
Dale	75,869	82,879	6,883	7,132	7,183	6,984	7,586	6,709	7,263	7,037	7,619	6,940	7,255	7,794	7,327
Dallas	194,607	209,651	17,536	19,030	18,595	16,639	18,957	16,633	18,112	17,035	18,796	16,208	16,327	16,860	16,977
DeKalb	147,697	156,475	12,938	14,175	13,312	13,417	14,147	13,035	13,992	12,927	13,611	11,564	11,700	13,406	13,300
Elmore	77,805	84,205	7,015	7,300	7,611	6,909	7,750	6,918	7,238	7,167	7,315	6,374	6,449	7,121	6,883
Escambia	142,384	148,204	11,899	12,842	12,706	11,520	13,259	11,818	14,638	12,989	13,272	11,394	12,190	12,027	12,349
Etowah	371,328	401,373	33,222	35,965	33,971	32,789	36,593	33,346	35,339	33,642	35,090	31,502	30,127	32,811	32,012
Fayette	89,529	97,712	8,004	9,071	8,464	8,025	9,562	8,403	8,361	8,300	8,904	7,160	7,008	7,659	8,108
Franklin	91,365	89,149	7,271	8,732	7,824	7,141	7,893	7,249	7,993	7,110	7,775	6,387	6,510	7,292	7,496
Geneva	99,129	107,778	9,142	9,748	9,186	8,775	9,232	9,192	9,377	9,040	9,446	8,278	9,316	8,989	9,264
Greene	19,818	19,966	1,594	1,968	1,847	1,662	1,719	1,528	1,884	1,682	1,778	1,472	1,563	1,726	1,743
Hale	30,557	33,199	2,771	2,949	3,026	2,521	2,793	2,727	2,921	2,945	3,087	2,512	2,789	2,944	2,884
Henry	43,841	45,563	4,209	4,148	4,031	3,458	3,903	3,924	3,859	3,662	3,457	3,070	3,303	3,455	3,344
Houston	429,803	430,091	35,657	38,042	36,877	35,861	39,568	34,876	37,191	35,202	39,205	33,695	34,466	34,201	32,459
Jackson	147,746	156,890	13,943	14,181	13,749	13,011	13,832	12,806	14,397	12,546	13,499	11,171	11,544	12,172	13,149
Jefferson	4,[illegible],024	4,806,087	390,969	402,160	401,409	385,614	422,942	394,203	429,818	409,324	466,378	384,606	388,826	421,991	421,835
Lamar	30,047	33,369	2,880	3,190	2,902	2,660	2,834	2,758	2,911	2,771	3,036	2,637	2,547	2,599	2,866
Lauderdale	242,869	251,687	21,061	21,902	20,613	19,711	21,613	20,552	22,172	22,403	26,448	17,933	19,910	20,906	20,988
Lawrence	53,251	58,301	5,191	5,714	5,291	4,560	4,839	4,653	5,151	4,709	5,452	4,295	4,408	4,818	5,254
Lee	251,615	268,655	22,659	22,940	22,482	20,824	23,384	22,049	24,384	24,552	24,235	23,273	23,723	23,297	23,385
Limestone	128,949	137,881	11,971	13,134	12,097	11,250	11,699	11,618	12,396	11,439	12,589	10,410	10,325	11,865	11,934
Lowndes	21,844	23,347	1,933	2,099	2,170	1,881	1,996	1,860	2,060	2,124	2,097	1,624	1,595	1,839	1,614
Macon	43,409	42,695	3,522	3,723	3,791	3,576	3,970	3,363	3,764	3,620	3,560	3,142	3,219	3,377	3,642
Madison	712,693	746,699	60,998	67,156	61,777	61,245	67,081	60,022	64,676	63,580	67,890	59,797	58,659	62,637	62,291
Marengo	72,357	79,030	5,861	7,082	6,835	6,553	7,061	6,115	7,211	6,379	7,477	6,447	6,130	6,331	6,631
Marion	65,426	70,551	5,828	6,369	5,924	5,727	6,203	6,015	6,426	5,774	6,260	5,220	5,542	6,088	5,264
Marsh[illegible]	268,585	287,490	23,404	25,696	25,191	24,431	25,308	23,563	25,251	23,333	24,887	22,188	21,660	22,957	21,719
Mobile	1,484,382	1,564,038	128,410	131,309	124,911	124,907	133,715	117,932	156,855	151,797	162,967	146,038	140,190	149,736	144,937
Monroe	156,798	99,191	9,052	9,286	7,882	6,805	8,315	7,615	8,445	7,355	7,284	6,812	7,461	7,017	6,960
Montgomery	1,033,750	1,021,126	83,734	89,497	86,016	85,051	91,688	83,034	88,841	85,820	91,405	79,701	84,372	87,981	81,513
Morgan	464,592	435,939	35,045	37,006	39,323	36,069	40,024	36,265	40,238	35,627	38,688	37,504	35,799	38,588	40,731
Perry	28,053	30,752	2,637	2,545	2,614	2,545	2,773	2,548	2,756	2,684	2,720	2,300	2,346	2,558	2,289
Pickens	47,704	50,915	4,024	4,813	4,933	4,082	4,422	3,927	4,514	4,346	4,428	3,762	4,216	4,278	4,610
Pike	89,389	91,856	8,273	8,627	8,019	7,119	8,153	7,378	8,531	7,463	7,534	6,876	6,923	6,742	7,192
Randolph	51,960	51,178	4,024	4,377	4,489	3,771	4,022	4,119	4,339	4,237	5,011	4,155	4,268	4,301	4,195
Russell	83,268	85,485	7,070	7,735	7,579	7,067	7,512	6,931	7,515	7,090	7,459	6,810	7,092	7,393	7,556
St. Clair	94,879	107,685	8,811	9,893	10,003	9,420	10,391	9,585	9,275	8,736	8,295	7,960	8,459	8,201	8,020
Shelby	231,350	247,820	20,508	21,961	22,591	20,221	21,737	19,988	22,832	20,129	21,080	20,168	20,052	20,070	19,709
Sumter	30,578	33,528	2,608	2,814	3,000	2,803	2,959	2,825	3,083	2,875	3,125	2,798	2,785	2,707	2,762
Talladega	184,561	200,316	16,522	17,099	17,234	16,648	17,945	16,408	17,485	16,500	18,234	16,452	17,153	17,885	16,751
Tallapoosa	116,459	118,813	9,521	10,222	10,526	9,737	10,542	9,682	10,242	10,348	11,455	9,915	10,316	10,896	10,876
Tuscaloosa	474,953	502,857	41,192	43,588	42,144	40,204	44,234	42,096	45,873	43,373	46,808	39,639	39,836	41,035	40,235
Walker	223,305	240,278	20,073	21,310	20,224	19,342	21,202	18,859	20,658	20,017	22,114	20,137	20,094	20,293	19,333
Washington	23,013	27,358	2,149	2,410	2,239	1,983	2,381	2,357	2,764	2,641	2,648	2,556	2,542	2,482	2,557
Wilcox	29,989	31,495	2,592	2,850	2,946	2,524	2,690	2,569	2,729	2,788	2,842	2,412	2,708	2,620	2,575
Winston	79,900	60,386	5,161	5,857	5,264	4,998	5,411	5,098	5,223	4,850	4,868	4,442	4,508	4,588	4,930
Statewide[11]	2,908,331	2,961,989	232,576	245,244	235,094	235,236	259,333	245,818	256,243	279,389	345,764	237,647	244,841	267,711	235,702
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	10,003	15,714	793	840	1,195	415	1,247	6,887	467	258	1,146	619	323	1,027	1,100
Residential	5,366	5,316	84	378	238	220	363	2,972	110	35	50	99	177	121	181
Nonresidential	3,482	9,038	554	317	866	109	734	3,848	242	78	991	10	70	718	678
Birmingham															
Building permits *($1,000)*															
Total	115,704	133,537	7,635	15,801	10,367	12,367	10,880	15,068	9,276	15,453	4,742	7,222	8,053	19,588	5,916
Residential	30,517	39,187	3,534	2,044	1,964	2,117	2,620	9,392	895	9,661	683	618	938	1,097	1,021
Nonresidential	38,577	26,260	1,157	3,186	839	3,692	4,368	1,018	2,279	1,269	2,259	1,659	2,194	182	430
Decatur															
Building permits *($1,000)*															
Total	49,063	48,728	4,692	5,213	5,397	5,103	5,524	5,719	5,589	4,160	3,478	3,429	3,544	3,198	4,782
Residential	14,710	13,588	1,158	1,472	1,366	1,269	1,438	1,697	1,366	1,077	768	862	879	1,044	1,250
Nonresidential	32,950	33,606	3,386	3,574	3,860	3,661	3,909	3,874	4,049	2,952	2,614	2,444	2,537	1,997	3,348
Dothan															
Building permits *($1,000)*															
Total	17,171	28,431	2,363	1,497	2,923	2,190	1,332	2,846	2,864	3,473	418	1,086	1,504	1,943	2,099
Residential	7,434	11,655	1,400	979	1,766	497	936	575	475	1,779	228	637	456	257	1,513
Nonresidential	7,194	13,448	696	203	808	1,408	218	2,098	1,850	1,260	64	254	760	1,369	328
Gadsden															
Building permits *($1,000)*															
Total	16,498	13,488	2,064	1,091	1,101	1,027	1,158	760	991	1,695	284	887	457	93	948
Residential	5,904	5,261	1,515	564	559	445	548	242	560	635	100	493	118	48	407
Nonresidential	8,588	5,309	253	294	298	335	364	290	187	870	11	178	14	6	242
Huntsville															
Building permits *($1,000)*															
Total	60,331	52,811	5,812	3,380	5,765	6,542	1,786	3,878	3,358	4,022	1,646	1,557	17,622	3,905	2,848
Residential	29,097	15,993	1,061	1,764	1,842	1,164	1,178	2,757	1,492	679	352	336	1,313	909	972
Nonresidential	25,497	30,252	3,739	1,224	3,545	4,873	608	602	1,188	2,734	821	781	15,779	956	1,211
Mobile															
Building permits *($1,000)*															
Total	78,754	85,472	4,594	13,378	10,520	5,352	8,960	3,280	10,475	5,341	5,898	8,300	16,175	6,508	11,007
Residential	25,381	24,430	1,382	5,386	4,470	832	5,207	876	1,721	660	622	2,093	999	857	1,028
Nonresidential	41,272	36,847	2,082	6,522	4,864	3,532	2,247	525	1,549	724	2,893	3,840	12,905	2,678	7,994
Montgomery															
Building permits *($1,000)*															
Total	88,523	84,898	6,324	11,112	14,798	5,020	8,714	4,825	2,836	5,327	1,700	5,843	6,945	6,565	4,847
Residential	42,252	45,335	4,981	5,844	10,046	2,293	5,862	2,455	1,340	1,490	578	3,271	2,246	3,224	1,624
Nonresidential	36,716	29,442	596	4,379	3,856	1,808	1,904	1,539	501	3,004	96	1,729	2,211	2,176	2,337

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979									1980			
	1978	1979	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits ($1,000)															
Total	34,412	25,180	3,342	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779	1,234	2,106	9,124	869
Residential	16,330	15,725	2,267	1,787	1,216	871	1,463	1,051	2,672	836	250	300	521	1,048	647
Nonresidential	15,011	5,842	820	700	658	755	278	128	329	94	1,450	647	1,432	7,729	
Selma															
Building permits ($1,000)															
Total	6,474	7,041	450	426	538	650	703	576	552	198	989	867	292	638	257
Residential	1,765	3,368	159	274	234	429	270	212	160	62	503	80	138	158	85
Nonresidential	3,296	1,864	101	48	92	59	160	262	200	—	435	36	—		15
Tuscaloosa															
Building permits ($1,000)															
Total	29,257	32,021	1,214	2,065	2,737	6,555	5,474	3,147	3,744	677	762	595	3,180	1,508	1,584
Residential	16,549	12,622	791	1,453	2,221	793	1,046	699	1,314	442	388	277	1,433	288	315
Nonresidential	8,916	15,913	192	422	103	5,485	4,112	2,025	2,050	10	84	178	1,609	813	764

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. r Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to a March 1979 benchmark.

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Alabama Business Notes

Banking Supplement. This issue includes the *Alabama Business Banking Supplement* for the first time in almost a year. We apologize for the delay and hope that such delays will not occur in the future. Our goal is to publish the *Supplement* on a quarterly basis.

In the last *Banking Supplement*, quarterly data were provided for the 3rd Quarter 1977 through the 3rd Quarter 1978. The current *Supplement* provides quarterly banking data for the 3rd Quarter 1978 through the 3rd Quarter 1979.

Due to a definitional change by the Federal Reserve, we have had to change one of our series from "Net loans" to "Total loans." The Federal Reserve no longer provides "Net loan" data. Despite the name change, however, the "Net loan" data we published for the 3rd Quarter 1978 are identical to the "Total loan" data we publish in this *Supplement*.

The next *Alabama Business Banking Supplement* will be published as soon as we obtain and process the banking data for the 4th Quarter of 1979.

* * * * *

Civilian Labor Force and Employment. Labor force and employment data are revised on a regular basis. For example, this month's issue contains revised data for March 1980 as well as new data for April 1980. Next month's issue will contain revised April 1980 data.

Because these revisions are done on a continuing basis, we note these revisions only in the footnote to "General Business Indicators for Alabama."

In addition to the normal revisions, however, this month's issue contains revised data for January and February. These additional revisions occur for all 67 counties. Data for the state as a whole have not been revised for January and February.

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The Economy in Perspective:

Trading Inflation and Unemployment

Hard on the heels of the worst period of inflation in recent American history, we are entering a period of recession and unemployment which may also prove to be among the worst in recent history. While the inflation rate remains high, its acceleration seems abated, temporarily at least. There seems to be widespread belief, or perhaps just hope, that the beginning of this period of rising unemployment signals an end to the period of inflation. This belief is somewhat encouraged by the statistical evidence.

The reduction in the inflation rate and the increase in the unemployment rate are strongly linked in the public mind. The idea that there is a "trade-off" between inflation and unemployment is the focus for much of the current public discussion and political rhetoric regarding economic policy. Is unemployment a conscious policy tool in the fight against inflation? Is an increase in unemployment an unavoidable consequence of reducing the inflation rate? Is unemployment too high a "price" to pay for reduced inflation rate? These are the questions being asked, and every participant in the policy debate seems to have his own set of answers.

The wide and confusing array of prescriptions for economic policy arises because proponents of different policies base their thinking on distinctly different interpretations of the nature of the inflation/unemployment trade-off. These interpretations may be divided into two broad classifications. The first interpretation I label "institutional"; the second, "monetarist." Understanding these two different interpretations of the inflation/unemployment trade-off may make it easier to understand what people are saying in the continuing debate over economic policy.

The "institutionalist" interpretation begins with the notion that inflation is the result of cost-push and demand-pull forces. It is assumed that these inflationary pressures are inherent in the modern mixed capitalist economy. Unemployment is seen as an alternative to inflation because it reduces the demand for goods and offsets the tendency of workers to demand higher wages. In the institutionalist interpretation, unemployment is an essential part of the process of reducing the inflation rate: Unemployed people buy less.

Arising from the institutionalist interpretation is the notion that government must engineer a recession in order to reduce the inflation rate. It is sometimes assumed also that unless the underlying expectations and institutional forces of the economy are altered, unemployment cannot be reduced without causing a recurrence of inflation. Some advocates in the institutionalist vein argue that inflation is a lesser evil than unemployment and that instead of fighting inflation we should learn to live with it through planning and controls.

Monetarist interpretation of the inflation/unemployment trade-off identifies inflation as an essential monetary phenomenon: Without growth of the money supply, there could be no inflation. Concentrations of economic power, shrinking resource supplies, expectations, and other institutional forces could not, in this view, produce inflation unless assisted by an accommodating growth of the money supply. In the monetarist interpretation, unemployment is an unfortunate, but perhaps unavoidable, side effect of the adjustment to lower money growth. Unemployment is not necessary, it is not an effective instrument, for stopping inflation.

According to the monetarist interpretation, slowing the growth of the money supply and thereafter keeping money growth under control will result in both stable prices and full employment. The monetarist interpretation raises the hope that a gradual adjustment to slower money growth might reduce inflation without the unemployment side-effect. Even if the unemployment side-effect is unavoidable, the monetarist view implies that the effect will be only temporary and that full employment can be restored without a resumption of inflation.

Which interpretation of the inflation/unemployment trade-off is correct? Both interpretations have faults. The institutionalist interpretation overlooks the monetary aspect of the inflation process and tends to hide the role of government policy as a generator of inflation. By emphasizing the role of unemployment as the only brake on inflation, the institutionalist view can serve to justify continuing inflation. The monetarist interpretation tends to overlook the political dimension of the inflation process. A long, continuing trend of inflation can influence the kinds of real resource allocation decisions that are made. Certain jobs would not exist, certain industries would not be as profitable, and certain locations for economic activity would not be as favored under a regime of price stability as they have under fifteen years of accelerating inflation. A lengthy period of inflation creates microeconomic interests which exert a political constraint on the feasibility of monetary macroeconomic policies to reduce inflation.

—**Ronald Bird**

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The Marketing Concept Revisited

by

Stuart U. Rich[*]

In a speech entitled "The Marketing Concept: Can It Be Dangerous?," American Marketing Association President Keith Cox told the 1979 Marketing Educators' Conference in Minneapolis that the marketing concept might be dangerous to follow during the 1980s. Cox cited a number of external and internal constraints that might cause companies to temper their traditional views on "giving the customers what they want." These constraints included increasingly scarce resources, government regulation, lack of functional integration, and lack of integration of the marketing concept with strategic planning.

The purpose of this article is to reexamine the marketing concept in the light of Professor Cox's remarks and to see to what extent it may or may not be applicable to the management of companies during the coming decade. Rather than trying to predict exactly what is going to happen to this concept during the 1980s, however, let's review what has happened to it during the 1960s and the 1970s. Perhaps what Professor Cox is warning us about has already occurred.

Objective and Methodology

This article is based on a recently completed study of the marketing concept. The objective of my study was to examine the major companies in one particular industry—the forest products industry—and to see what their experience has been in adopting and practicing the marketing concept.

The time frame is the last 15 years—from the mid-1960s through the present. The firms studied were the top 20 U.S. forest products companies. Nineteen of these were listed in the *Fortune* 500 largest companies; the twentieth, since it was a privately-held company, was not listed. Sales volume ranged from about $500 million to $4½ billion, and the 20 companies accounted for most of the production of the integrated segment of the industry. These integrated firms had their own timber resources, which furnished all or a portion of their raw material needs, and most of them manufactured both wood fiber products, chiefly pulp and paper, and solid wood products, such as lumber and plywood.

I secured my data from personal interviews with general managers and marketing executives in 14 of the 20 companies, and through correspondence and telephone interviews with managers in the remaining six. Company organization charts, position descriptions, and annual reports were also studied.

Adoption of the Marketing Concept

Starting about the mid-1950s, many leading companies in the consumer goods field adopted what is called "the marketing concept"—a concept within which decisions on manufacturing, product development, materials procurement, capital expansion, or any other important activity are made with the needs and desires of the final customer as the major determinant.

In the industrial goods field, at least initially, less interest was shown in adopting the marketing concept. Many producers were more concerned about raw materials and production processes. In the forest products industry, for instance, the key to success for lumber and plywood mills was to have a good supply of old-growth timber and efficient mill operations to convert this timber into finished commodities. There was a broad market for the mills' output, and the job of selling the output was handled on an auction market basis by many established types of jobbers and wholesalers.

By the early 1960s, however, industrial goods manufacturers decided that they might be missing out on something by not following the lead of consumer goods firms and becoming more oriented to the final customer. In their hurry to make up for lost time, many firms embarked on crash programs of diversification into fields only remotely related to their basic lines of business. To speed up the process of embracing the marketing concept, they hired marketing executives from soap companies, baby food companies, home appliance companies, and, of course, from management consulting firms, who were the high priests of this doctrine. (Marketing professors, I must confess, were also numbered in this priestly hierarchy.)

Most of the major forest products companies jumped on the bandwagon. One company president announced that his firm was "making a basic shift from the commodity selling of lumber to the end-user marketing of wood products." Taking his cue from this remark, the new manager of marketing planning for this company went on to say, "We've got to change from a make-and-sell philosophy to a sell-and-make philosophy . . . . This means moving from auction selling to controlled selling . . . from commodity selling to specialty selling to particular market segments." With considerable promotional fanfare, this company introduced a number of highly technical lines such as rounded, compression-molded wood products designed to compete with similar (and much cheaper) products made of plastic. All of these lines were money losers.

In another company, where marketing was charged with the introduction of new products and the development of new markets, a basic commodity line of newsprint and groundwood printing papers was expanded to include some 2,000 different grades and colors to better serve the printing and business communications markets. As one company executive later remarked, "We had the vice president of marketing in New York City, and the vice president of manufacturing up here with our mills (in a different state, some distance away), and the two of them never talked to each other, and the president never managed to get them together. As a result, most of these special grades and colors were losing us money, and only the newsprint business kept us live."

The dominance of marketing was reflected in the organization structures of many of the major forest products companies at this time, as illustrated by Company X. A major feature of Company X's organization was the separation between line sales and sales service activities on toe one hand, under a VP, Operations, and a wide range of staff marketing activities on the other hand, under a VP, Marketing. These staff personnel included product managers, marketing planners, marketing researchers, marketing program directors, and merchandising directors. These marketing personnel had considerable power, not only over the marketing and line sales effort but over the whole running of the company. The product managers, for example, determined mill inventory levels and had the major say in setting production schedules for the mills. This subordination of manufacturing to marketing was helped by the fact that the VP, Operations, came from a marketing background and had a strong bias in this direction. Timberlands was a separate division by itself, and its main function was simply to keep the mills supplied with raw materials. Although a lot of marketing planning was carried on, there was very little effort to relate marketing plans to any kind of strategic plan for the company as a whole. As one executive later remarked, "It was wild. These product managers were churning out new products, and the market managers were leading us into new markets completely outside of our areas of competence. Very few of these projects turned out to be profitable."

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What Went Wrong

As the above examples suggest, the adoption of the marketing concept in this industry was not very successful. What went wrong? Like all new management doctrines that have come along, the marketing concept was carried to excess. While more attention to market needs was doubtless desirable, many forest products companies lost sight of the fact that their major strength was their timberlands, and that for most of their product line they were still dealing with standardized commodities sold in an auction market or on a contract basis with price and service as the major considerations. Marketing planners, often with no prior experience in the forest products industry, were brought in and given virtually free rein in their product and market development activities. They received little direction from top management in the form of corporate strategy guidelines. As a result, they were unable to integrate their marketing plans and programs with those of other functional areas such as manufacturing and timberlands.

By the start of the 1970s, it became apparent that the pendulum had swung too far. Those companies that made a serious effort at strategic planning now took careful stock of their strengths and weaknesses and drew back from businesses which had taken them too far afield from their timber resources. By the mid-1970s, three external factors also conspired to hasten their retreat from the marketing concept: rising timber prices, stagflation, and the increasing cost of capital equipment.

Starting about 1968, raw materials costs—particularly in major timber-producing regions—rose in ratchet-like fashion, while end-product prices fluctuated widely and did not keep pace with rising timber costs. For example, the index of stumpage prices for Douglas fir sawtimber sold in national forests in western Oregon and Washington rose over 900% from the first quarter of 1968 to the third quarter of 1979, while lumber and plywood prices rose less than half that amount, by about 320% and 230%, respectively.[1] With a shrinking commercial timber base, this trend seemed likely to continue; and problems of timber management and procurement, and improved timber processing and conversion replaced the marketing of end products as the industry's major concern. Improved timber processing also induced greater use of wood waste and residuals, not only for new products but also as a source of fuel to offset rising energy costs.

What about the impact of stagflation? The decade of the '60s had been one of strong growth, with real GNP rising at a rate of about 4¼% per year. During the 1970s, the growth rate averaged about 2¾% per year, and was accompanied during most of these years by high inflation. This condition of "stagflation" discouraged plant expansion, or any type of high-risk, deferred-return activity, including the development of new products and new markets. Management attention shifted to lowering costs through improvements in the manufacturing process, through maximum utilization of raw materials, and through broad and efficient distribution of commodity-type products. Replacing earlier statements about market diversification plans, one company, in its 1978 Annual Report, announced that its major goal was "to improve our productivity by 20% during the coming five-year period." The chief executive officer company stated as one of his firm's major objectives: "to become the world's low-cost producer in each of our major product lines."

Finally, the increasing cost of capital equipment, including the cost of meeting government-mandated environmental requirements, reinforced the need to get optimum utilization from present manufacturing facilities. As one top manager phrased it, "It's our in-place manufacturing capabilities and our wood resources that determine our product mix."

Back to Basics

The swing away from the marketing concept and back to an emphasis on timber resources and production capabilities was evident in statements relating to company goals and strategies found in the 1978 Annual Reports of the top 20 companies which I studied. These companies could be divided into three categories. In the first category, consisting of 11 companies, raw materials were the overriding concern. Typical were the following statements by two of these companies:

> "Our company is a resource company . . . . We grow and harvest trees to make and sell wood products."

* * * * *

> "Simply put, we are tree farmers and wood converters. The thrust of our business is to capitalize on the relationship between what our lands will grow and what our customers will buy . . . ."

In the second category, which numbered seven companies, about equal emphasis was given to raw materials and to production facilities, with marketing of secondary concern. Characteristic of these companies was the following strategy statement:

> "To facilitate wood procurement and to extract maximum value from each log, we have located wood products operations near each of the paper mills . . . . We concentrate on three types of paper: newsprint and other groundwood printing paper, containerboard, and business papers. The product line is narrow by design; concentration permits production economy and market strength."

Among the two remaining companies, strategy statements still had a strong marketing orientation, and product lines were described as being determined by the "ever-changing needs of our customers." These two firms, incidentally, were among the least profitable of the 20 studied.

Thus, we see that for all but two of the 20 major companies in the forest products industry, the marketing concept, as practiced in the 1960s, was abandoned; and major emphasis shifted to resource management, followed by production efficiency, with marketing definitely in third place. Let's examine more specifically the role of marketing in this new setting.

The New Role of Marketing

Today's resource-oriented companies have as the foundation of their strategy the enhancement of the value of their timberlands base. This is aptly portrayed by one company through its "Materials Flow Strategy."

The basic strategy of Company A was to deploy its resources in such a way as to optimize the flow of materials from timberlands to markets. This optimization involved satisfying demand at maximum profit in the various markets served, while at the same time enhancing the value of the company's prime resource, its timberlands. In the flow of materials, many different conversion options were open to the company, such as timber into logs, and logs into wood products or pulp, and pulp into paper or paperboard. At any point along the way, starting with the land and timber, materials might be sold rather than going on to the next stage of manufacture.

The 11 strongly resource-oriented companies in the first category noted earlier followed essentially some form of materials flow strategy, as did the seven companies in the second category, although to a lesser degree. Decisions on what products were to be produced in this flow of materials, and in what markets they were to be sold, were made by top management, and/or general division managers, rather than by marketing personnel. The underlying consideration in such

(continued on page 5)

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[1] Florence K. Ruderman, *Production, Prices, Employment, and Trade in the Northwest Forest Industries,* Portland, Oreg.: Pacific Northwest Forest and Range Experiment Station, U.S. Department of Agriculture, Forest Service, 1979; and *Fingertip Facts and Figures* (1968-1979), Washington, D.C.: National Forest Products Association (no author).

Lean Marketing:

When Is Less Better?

by

J. Barry Mason*

During the 1960s, marketing was in the driver's seat for major corporations. The primary emphasis was on sales growth generated by good service and distribution. The key words in our marketing language were market segmentation, marketing audits, product positioning, and customer orientation. Less emphasis was given to product planning, and advertising was used primarily in a direct sales role.

Today, however, our traditional marketing techniques, geared primarily to demand stimulation and the golden age of the consumer, may no longer allow us to adequately identify and capitalize upon the opportunities of this decade. Indeed, model proliferation and extreme segmentation of markets—highlights of strategies for the 1960s and '70s—have already passed their peak in some industries.

In the high growth era of the '60s, marketing was easy for hard working, success oriented individuals as "more is better" characterized the philosophy of the nation. Success could still be achieved during the '70s by working both "hard and smart." Today, however, working both "hard and smart" may not be sufficient. Forward thinkers have thus labeled the '80s as the era of strategic planning—that of disciplined planning for disciplined growth.

As part of a survey among the chief marketing officers of *Fortune* 500 corporations, we recently sought some answers about directions in market planning in the 1980s. We sought information on (1) management perceptions of consumer behavior for the 1980s and (2) perceptions of product characteristics most likely to be successful.

The surveyed executives agreed that consumers today are less interested than they were five years ago in annual style changes, that they are demanding longer-life products, and that they are now more sensitive to trade-offs between price and satisfaction. In addition, the executives indicated that conspicuous conservation, voluntary simplicity, and similar phrases describe the new values concept of many consumers.

Management thus perceives consumers as primarily seeking products which are durable and resistant to obsolescence, which do not require much service, and which are not heavy users of energy. The era of the post-industrial consumer is upon us.

Frills, fads, and planned obsolescence are no longer readily accepted by cost-conscious and inflation-warped consumers. These consumers instead are

- Looking for long-lasting, quality-made products
- Returning to time-tested standards of design and taste
- Buying fewer but better goods than in earlier years
- Seeking quality products which do not have to be so frequently replaced and items of clothing which can be worn for years because they never really go out of style

General Motors is a good example of product development in action for the 1980s. Their researchers found, for example, that consumers are more than willing to sacrifice exterior size for interior space. Thus, the GM X-cars featuring front-wheel drive, small engines, and new bodies are extremely popular. They had thought that 60% of the orders for the X-lineup would be for the six-cylinder engines and that less than 10% would be for manual transmissions. Instead, they found just the opposite. Here was a car designed for young families seeking both roominess and utility. Instead, the median age of the buyer is 48 years, an age normally reflective of purchases of larger cars. A vice president of GM's marketing staff admitted that "The old demographics are out the window. We're attracting almost *anybody* in the market for a car." Generic products are another example of such occurrences in the aggregation of markets today. Consumers are willing to give up variety and some quality for price reductions 30% to 60% below national brands.

But what specifically are some additional meanings of the executives' thinking for marketing and communications strategies over the next few years? Well, they said that companies will continue to standardize products to hold down costs and that they will pay *less* attention to product differentiation and small market segments. Also, they said that more nearly universal appeals in promotion, such as good price / value relationships, will be stressed.

The new product development mix will be changed. For example, builders will construct more town houses and condominiums instead of luxury homes. *Manufacturers* are already swinging to knock down furniture so that it can be assembled and finished by customers.

Management will have to give more attention to how expenditures change as a function of household income. Specifically, consumers today must spend a larger proportion of income on food and thus have fewer dollars available for other products and services.

De-marketing may thus represent a major role for advertising in the future—specifically, encouraging people not to consume, not to replace, not to waste.

We probably will see less emphasis on annual model changes and more emphasis on product modification to serve larger market segments and to make products more energy efficient, more durable, and easier to service. Fashion cycles in women's clothing have been extended two or more years from a nearly seasonal change in the 1960s. Some automobile models are now remaining almost the same for as long as seven years.

Consumers will place more emphasis on *life-cycle economics* in purchases—the cost of a product (including purchase price, repairs, and trade-in value) over its life.

Finally, a new word has entered our language: "videotech." Videotech embraces superstations, cassettes, video discs, paid cable, two-way cable, and subscription TV, among other things. Syndication and other servicing concepts of the space age era also fall into its scope. Each ad medium is becoming more fractionalized. Even though the media try to sell us viewership by income and age, reason tells us that the TV audience which once may have been out there awaiting our message is no longer there.

Some persons say this new technology is *already* creating an electronics revolution. But how fast will the explosion really occur? Clearly, the video era is virgin territory. Advertisers will need to play a key role in shaping its future but need to act *now*. Cable penetration, for example, will reach 27% by the middle of the 1980s and perhaps 40% by 1990. Paid TV, both cable and over the air, is forecast to be in 15% of TV homes by 1985 and perhaps 30% by 1990.

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Numerous unanswered questions abound about the new technology. For example, VCR may complicate audience ratings and is a matter of concern to the Nielsen Company. We don't even know, for example, what types of materials are being recorded off the home screen today. When is the recording likely to be used? Are the commercials deleted in the recording?

But more fundamentally, *why* should management subscribe agressively to this new technology at all if they are aggregating markets today for reasons of consumer pressures for lower prices? They very well may see little need for this new technology at this time.

Totally new ways of seeking information by consumers will occur when management does use the technology, however. The new Teltex System (newspapers shown on TV screens), for example, will allow persons to call up ads at their convenience for purchases. More and better information for consumers will be needed when this occurs. New decision criteria may need to be stressed in the ads since the *consumer* would be initiating the search process and would be closer to the purchase stage than occurs when a person normally is exposed to advertising. Cost per thousand per exposure also goes up dramatically if people only call up the ads in which they are interested. However, cost per thousand exposures to potential buyers is a measure we should have been using all along.

Newspapers probably will remain as a mass medium for the local market. However, through the use of national cable networks, we may for the first time see a truly national market for a newspaper such as the *New York Times*, as opposed to some of the regional editions of national papers today.

Further, will both traditional and new segmentation variables become *more* important as a result of these new technologies and fragmentation capabilities? Or will benefit segmentation reaching broad segments of people, for example, become more important and cross demographic lines as never before as a result of changing consumption behavior? The GM X-car, which we have talked about, shows the fusing of segments with the old demographics out the window.

New concepts in promotion based on the new modes of delivery are also already upon us. Video discs, already in test markets, could be the tool which makes audio-visual media cheap enough for even small spenders to use. For example, pharmaceutical advertisers may be able to send video commercials directly to physicians. Major changes will also occur in point of purchase technology. A family in the electronics society may shop for cars by listening to 15 to 20 minutes of discs and tapes received either by mail or picked up from an automobile dealer, for example. Less in-store shopping for many items will occur. What will be the effects on impulse purchases and point of sale purchase, for example? Other examples abound, but time doesn't permit their discussion.

The thoughts I have outlined, of course, reinforce the need for more precise application than ever before of the marketing concept as we witness the advent of the ability to *fragment* audiences more than ever through the new technology but see some major moves by marketing managment to aggregate markets and to prune product lines. The problem with the marketing concept is the same as with all concepts in business—namely, tropism toward rigidity in the minds of many people. Our concepts tend to become dogmatized; for example, we unfortunately still tend to think that what worked well in the 1960s and early 1970s will work well today. As observed by Ted Leavitt, Professor of Business Administration at Harvard University, there is not and cannot be any rigid and lasting interpretation of what the marketing concept means for the specific ways in which a company should operate. But one thing is sure: the consumer is and will remain the focal point of marketing decisions. We may need, however, to rethink the meaning of the marketing concept for application in the 1980s as drastically new strategies, such as market aggregation and demarketing, are appearing at the very time when the capability for more precisely fragmenting markets through the new electronics technology is available as never before.

The Marketing Concept Revisited

(continued from page 3)

decisions was to emphasize commodity products sold in auction markets in order to generate cash flow and to maximize the value of the timber asset base, or to "improve profitability by monetizing timber assets," as one company put it.

What was the role of marketing in this type of scenario? Marketing's job was to generate volume sales and to achieve cost effectiveness in delivering the product. This included minimizing transportation costs, and involved logistics decisions as to which mills should serve which markets and by what mode of transportation. Another important ingredient of marketing's volume-sales/low-distribution-cost mission was to set up and manage captive distribution centers, which often combined both wholesaling and retailing operations, thus producing greater control over the movement of goods from mill to market.

Marketing and the SBU

Illustrating the management principle that "structure follows strategy," the shift of strategic focus from serving end markets to optimizing the value of the resource base was reflected in the organization structures of the companies studied. Instead of having marketing vice presidents at the top, marketing was now pushed down to a lower organizational level, typically under the general manager of a strategic business unit (SBU). The SBU concept, which was first adopted in the early 1970s, had by 1978 become the focal point of organization structure in 16 of the 20 companies studied, replacing the divisional or functional form of organization of a decade or so earlier. Illustrative of this new form of organization was Company B.

Company B was organized around business units, which, in turn, were clustered into business groups, headed by Senior Vice Presidents who reported to the President. In contrast with the typical organization structure of the 1960s, illustrated earlier by Company X, there was no marketing executive at the top management level. Corporate planning had replaced marketing among top-level staff departments, and the closest thing to a top-level marketing executive was a VP, Distribution, whose job it was to oversee the physical distribution of those products of the various business units which were sold through the company's captive distribution outlets.

At the SBU level in Company B, line sales and customer services typically came under a sales manager, and marketing planning and product promotion, under a marketing manager. Both of these executives reported to the head of their particular SBU, such as the VP, Printing Papers, or the VP, Consumer Products. The sales manager and the marketing manager, assisted by their staffs, drew up sales forecasts and marketing plans for their business units. These forecasts and plans were reconciled with forecasts of production capacity and raw materials availability. They were then further developed by the SBU head, sometimes assisted by a director of operations, and finally became the SBU's strategic business plans which were presented to top management for final approval. In this way, marketing planning was closely integrated with corporate strategic planning.

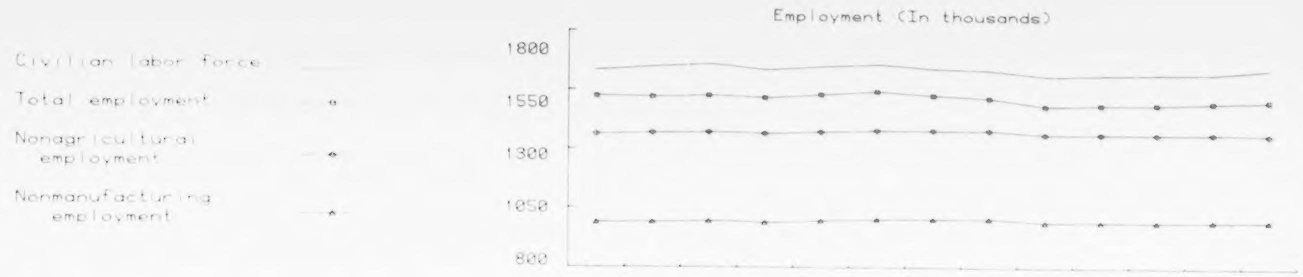
Conclusion

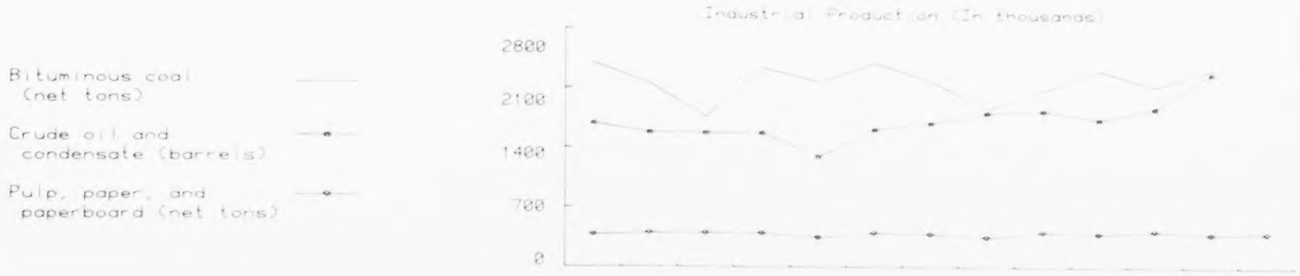
How do these findings relate to Cox's warning about the dangers from the marketing concept during the coming

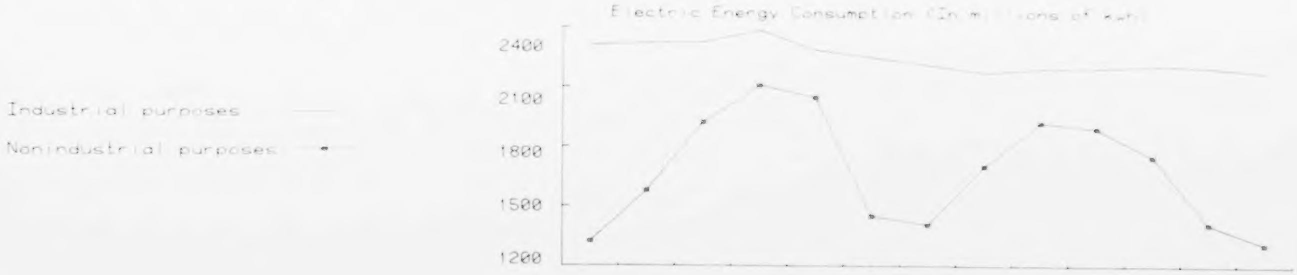
(continued on page 11)

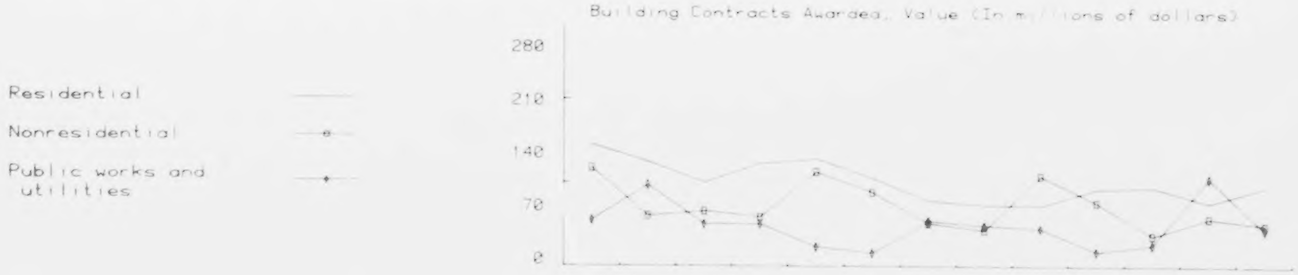
Alabama Business at a Glance

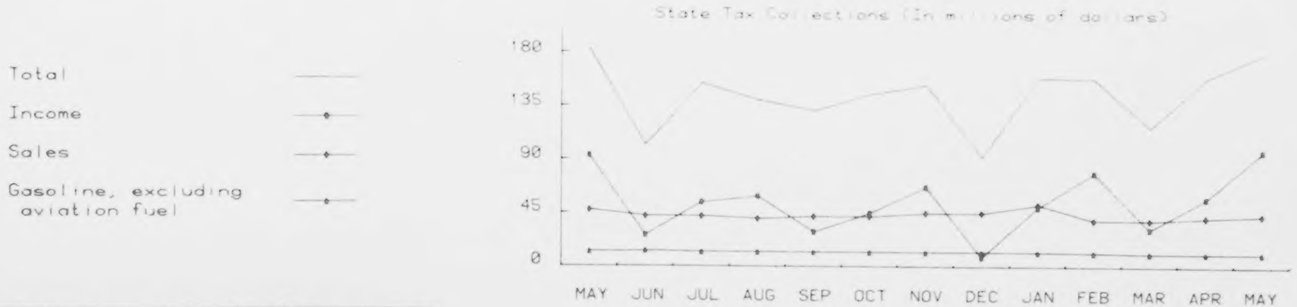
(MAY 1979 - MAY 1980)











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GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1979								1980				
	1978	1979	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May
INDUSTRIAL															
Bituminous coal production[1] *(1,000 net tons)*	20,110	24,833	2,390	2,150	1,756	2,335	2,172	2,393	2,184	1,855	2,082	2,312	2,125	2,330	2,363
Cement shipments *(1,000 net tons)*	2,837	2,667	264	255	209	260	177	275	218	166	163	197	169	......	......
Coke production *(1,000 net tons)*	3,670	4,671	392	397	402	416	390	384	391	406	403	367	385	368	......
Cotton consumption *(1,000 lbs.)*	412,082	394,144	33,488	32,487	27,236	35,374	30,696	38,042	32,802	30,072	31,130	35,028	35,238r	34,914	......
Crude oil and condensate production *(1,000 barrels)*	19,824	19,177	1,684	1,578	1,572	1,571	1,295	1,616	1,691	1,812	1,836	1,734	1,870	1,603	......
Electric energy consumption, industrial purposes *(1,000,000 kwh)*	27,073	28,359	2,412	2,421	2,427	2,484	2,384	2,348	2,311	2,272	2,294	2,298	2,311	2,301	2,277
Pig iron production *(1,000 net tons)*	3,417	3,675	334	338	332	345	273	257	243	321	359	320	354	292	275
Pulp, paper, and paperboard production *(1,000 net tons)*	4,455	4,603	377	398	397	394	345	401	385	350	411	389	426	390	402
Steel ingot production, adjusted index *(1967 = 100)*	93.1	91.6	94.8	92.7	91.2	97.5	84.0	76.2	80.1	102.7	97.9	100.9	97.7	94.1	82.7
Steel ingot production (Ala., Ark., Miss., Tenn.)[2] *(1,000 net tons)*	4,265	4,473	412	377	386	397	344	325	314	395	425	379	416	386	356
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] *($1,000)*	2,757,645r	2,527,790	222,600r	196,589	151,649	161,468	184,765	147,104	128,857	114,360	158,100	130,500	110,500	167,700r	132,800
Residential	1,308,891r	983,019	101,600r	87,394	70,462	85,764	89,711	74,344	54,889	50,532	50,900	64,900	66,200	53,300r	67,500
Nonresidential	761,600r	669,862	82,200r	41,615	45,541	41,023	78,704	61,793	36,454	29,970	75,600	53,400	25,900	40,600	34,700
Public works and utilities	687,154r	874,909	38,300r	67,580	35,446	34,881	16,350	10,967	37,514	33,858	31,600	12,300	18,200	74,000r	30,500
Cement consumption *(1,000 net tons)*	1,496r	1,247	126	122	100	132	88	131	97	75	78	84	70	......	......
FINANCE															
Insurance sales, ordinary life *($1,000)*	5,162,516r	5,761,035	517,002	512,417	492,023	507,071	442,191	509,814	470,033	490,011	455,207	468,723	561,812	564,697	556,909
Savings in savings and loan associations[4] *($1,000,000)*	3,775	4,079	3,889	3,939	3,954	3,963	3,998	4,030	4,051	4,079	4,081	4,106	4,142	4,154	......
Tax collections *($1,000)*															
Total	1,477,673	1,646,078	182,986	101,688	154,192	140,304	131,403	144,879	153,430	91,938	158,740	157,974	117,070	159,144	179,450
Franchise	37,481	41,607	1,305	2,515	5,588	2,073	4,573	4,901	2,349	3,715	804	770	8,823	3,299	1,266
Gasoline (excl. aviation)	150,919	145,662	12,027	12,705	11,893	11,772	12,485	12,028	12,149	11,800	11,640	11,488	11,053	11,344	11,345
Income	493,972	569,697	93,294	25,573	54,075	59,467	29,447	45,495	66,747	8,157	49,745	78,908	31,492	57,445	97,189
Motor fuels	26,791	28,307	2,521	2,127	1,764	2,461	1,937	2,768	3,256	2,858	2,116	2,634	1,921	1,962	2,599
Sales	456,694	507,985	46,567	42,481	41,738	40,000	42,323	41,841	45,423	44,612	52,303	38,960	39,039	41,643	43,440
2.2% Gross receipts	25,861	28,555	199	......	6,824	40	......	7,839	97	26	7,750	137	28	7,576	272
TVA electric	19,652	25,926	1,598	1,598	1,598	1,598	7,317	......	3,883	1,942	1,942	1,942	1,942	1,942	......
Tobacco	52,099	52,761	4,420	4,330	4,871	4,575	4,986	4,931	4,214	4,147	4,404	3,994	4,190	4,248	4,746
Use	51,435	57,383	5,542	655	9,732	4,121	393	9,280	4,465	827	11,052	3,338	600	10,091	4,352
Utility	79,978	94,022	10,041	4,640	10,280	8,041	8,549	8,512	5,146	8,039	11,515	9,355	9,772	9,314	8,403
PRICES															
Consumer Price Index, U.S.[5] *(1967 = 100)*															
All items	195.4	217.4	214.1	216.6	218.9	221.1	223.4	225.4	227.5	229.9	233.2	236.4	239.8	242.5	244.9
Food	211.4	234.5	234.3	235.4	236.9	236.3	237.1	238.2	239.1	241.7	243.8	244.9	247.3	249.1	250.4
Housing	202.8	227.6	222.4	225.5	228.4	231.5	234.6	237.7	240.8	243.6	247.3	250.5	254.5	257.9	261.7
Fuel and utilities	216.0	239.3	232.2	239.0	243.5	247.2	251.2	252.9	252.0	255.1	258.6	263.8	268.0	270.5	275.9
Apparel and upkeep	159.6	166.6	166.1	165.7	164.3	166.3	169.8	171.0	171.7	172.2	171.0	171.9	176.0	177.3	177.5
Transportation	185.5	212.0	207.7	212.6	216.6	219.6	221.4	222.7	224.9	227.7	233.5	239.6	243.7	246.8	249.0
Medical care	219.4	239.7	236.3	237.7	239.9	241.8	243.7	245.9	248.0	250.7	253.9	257.9	260.2	262.0	263.4
Energy	220.4	275.9	260.8	275.4	287.1	296.3	304.3	307.5	307.8	313.7	327.9	344.6	355.0	358.8	363.2
Producer Price Index, U.S.[6] *(1967 = 100)*															
All commodities	209.2	235.5	232.0	233.5	236.9	238.3	242.0	245.6	247.2	249.7	254.9r	259.8	261.5	262.3	263.7
Industrial commodities	209.3	236.3	231.6	234.0	237.5	240.6	244.2	249.0	250.6	253.1	260.6r	265.4	268.2	270.7	271.2
Index of prices received by Alabama farmers *(1966-68 = 100)*	206.0	229.0	243.0	228.0	221.0	212.0	221.0	207.0	218.0	224.0	228.0	233.0	222.0	212.0	213.0
Purchasing power of the dollar, U.S. *(1967 = $1.000)*															
As measured by															
Consumer prices	.512	.461	.467	.462	.457	.452	.448	.444	.440	.435	.429	.423	.417	.412	.408
Wholesale prices	.478	.425	.431	.429	.423	.420	.414	.408	.405	.401	.393	.385	.382	.381	.379
LABOR FORCE AND EMPLOYMENT[7]															
Civilian labor force *(1,000 workers)*	1,588.0r	1,625.0	1,632.3	1,646.8	1,657.8	1,632.6	1,647.6	1,656.6	1,638.3	1,632.0	1,608.1	1,614.7	1,618.1	1,619.4	1,639.0
Unemployment	101.0r	116.0	110.1	127.9	132.4	117.7	118.2	114.1	113.4	118.0	126.2	126.5	128.8	122.1	134.5
Unemployment rate	6.3r	7.1	6.7	7.8	8.0	7.2	7.2	6.9	6.9	7.2	7.9	7.8	8.0	7.5	8.2
Employment	1,487.0r	1,509.0	1,522.2	1,518.9	1,525.4	1,514.9	1,529.4	1,542.5	1,524.9	1,514.0	1,481.9	1,488.1	1,489.3	1,497.3	1,504.5
Nonagricultural	1,336.5r	1,362.8	1,362.1	1,366.6	1,369.8	1,363.8	1,370.8	1,378.1	1,377.9	1,378.2	1,362.2	1,364.1	1,362.8	1,365.2	1,360.2
Manufacturing	368.9r	374.6	373.7	376.4	375.6	375.7	375.0	375.7	373.8	372.6	371.1	370.6	370.0	368.8	363.7
Durable goods	180.2r	186.2	186.7	188.5	186.9	186.2	186.5	186.5	186.8	184.5	183.7	183.2	182.2	180.6	176.1
Lumber and wood products	30.2r	30.4	30.7	31.0	30.9	30.5	30.4	30.2	30.3	29.8	29.4	29.8	29.1	28.5	27.1
Stone, clay, glass products	10.8	10.7	10.7	10.7	10.7	10.8	10.8	10.8	10.7	10.6	10.5	10.4	10.5	10.4	10.4
Primary metals	44.6	44.5	45.1	45.8	45.2	44.7	44.3	43.5	43.2	42.7	42.9	42.6	42.2	41.8	40.2
Blast furn. and steel works	18.2r	18.1	18.6	18.7	18.6	18.4	18.1	17.1	16.9	17.1	17.1	17.1	17.0	16.7	15.2
Iron and steel foundries	14.8r	14.5	14.3	14.7	14.4	14.4	14.4	14.8	15.0	14.5	14.7	14.3	13.8	13.6	13.8
Fabricated metals	26.0r	26.0	26.0	25.9	25.5	26.1	26.3	26.5	26.5	26.1	25.6	25.6	25.6	25.7	25.7
Machinery (incl. electrical)	31.3r	34.6	34.8	35.4	34.9	34.3	34.4	34.6	34.8	34.8	34.6	34.2	34.1	33.6	33.1
Transportation	20.5r	23.5	22.8	23.2	23.0	23.4	23.8	24.4	24.6	24.3	24.4	24.5	24.7	24.5	23.7
Other durable goods	16.8r	16.5	16.6	16.5	16.7	16.4	16.5	16.5	16.7	16.2	16.3	16.1	16.0	16.1	15.9
Nondurable goods	188.7r	188.4	187.0	187.9	188.7	189.5	188.5	189.2	187.0	188.1	187.4	187.4	187.8	188.2	187.6
Food	27.6r	28.2	27.9	28.4	28.7	28.2	28.7	28.8	28.7	28.6	27.9	27.5	27.8	28.1	28.4
Textile mill products	45.6	44.2	44.1	43.7	43.5	43.9	43.7	43.7	43.8	43.7	43.6	43.7	43.8	44.2	43.2
Apparel	53.7r	52.8	52.4	53.2	51.9	53.2	53.1	53.6	52.3	52.5	52.5	52.5	52.8	52.6	53.2
Paper and allied products	19.7r	20.2	20.4	20.7	20.7	20.3	19.6	19.6	19.9	20.1	20.0	20.2	20.1	20.3	20.4
Printing and publishing	9.9	10.1	10.2	10.1	10.1	10.0	10.0	9.9	10.0	9.9	9.9	9.9	9.9	9.7	9.5
Chemicals and allied products	15.5r	16.2	16.2	16.6	16.6	16.6	16.3	16.4	16.5	16.4	16.6	16.6	16.5	16.6	16.3
Rubber products	13.5	14.0	13.2	12.5	14.5	14.6	14.4	14.5	13.1	14.2	14.2	14.3	14.2	14.2	14.0
Other nondurable goods	3.2	2.7	2.6	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.6	2.6
Nonmanufacturing	967.6r	988.2	988.4	990.2	994.2	988.1	995.8	1,002.4	1,004.1	1,005.6	991.1	993.5	992.8	996.4	996.5
Mining and quarrying	14.1r	16.7	16.7	16.9	16.8	17.0	17.1	17.0	17.3	17.2	17.3	17.1	17.1	17.2	17.1
Bituminous coal mining	10.2r	12.4	12.3	12.4	12.2	12.5	12.6	12.5	12.7	12.6	12.7	12.6	12.7	12.7	12.7
Contract construction	78.8r	75.4	77.3	79.4	79.4	78.8	78.4	77.6	76.3	73.2	66.5	65.6	66.3	68.0	67.9
Trans., comm., and utilities	69.8r	71.9	72.0	72.2	72.5	72.7	71.8	73.9	72.5	72.6	72.1	72.1	72.1	72.3	72.2
Trade	269.7r	275.8	275.0	275.3	275.6	276.2	277.2	277.7	280.8	285.7	279.8	278.0	277.3	277.6	277.0
Wholesale	71.9r	73.4	73.1	73.9	73.7	73.8	74.3	74.7	74.5	74.3	74.6	74.9	74.8	74.5	74.4
Retail	197.8r	202.4	201.9	201.4	201.9	202.4	202.9	203.0	206.3	211.4	205.2	203.1	202.5	203.1	202.6
Finance, insurance, real estate	57.5r	58.2	58.4	59.2	59.2	59.1	58.6	58.0	57.9	58.0	57.9	57.9	57.8	57.7	57.7
Service and miscellaneous	191.8r	198.2	197.8	199.0	199.6	200.2	200.6	200.8	200.5	201.2	200.1	200.6	200.7	200.9	200.6
Government	285.9r	292.0	291.2	288.2	291.1	284.1	292.1	297.4	298.8	297.7	297.4	302.2	301.5	302.7	304.0
Federal	64.0r	63.4	62.0	64.4	64.5	64.7	64.6	63.5	63.2	63.3	63.3	63.8	64.5	65.5	66.4
State and local	221.9r	228.6	229.2	223.8	226.6	219.4	227.5	233.9	235.6	234.4	234.1	238.4	237.0	237.2	237.6

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979								1980				
	1978	1979	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan	Feb	Mar.	April	May
LABOR FORCE AND EMPLOYMENT—CONTINUED															
Other employment activity															
State Employment Service *(number)*															
Job applications	269,276	308,002	30,434	32,953	28,365	29,456	23,414	26,961	21,359	17,189	30,688	25,279	26,810	27,088	31,627
Nonagricultural placements	109,979	109,512	8,852	13,975	14,316	10,770	9,220	9,716	6,960	5,189	6,742	6,011	7,598	7,265	7,229
Unemployment compensation															
Initial benefit claims *(number)*	297,194	410,044	27,089	29,457	47,001	29,322	28,397	29,851	28,970	33,604	71,648	28,398	32,100	39,477	47,209
Payments *($1,000)*	107,482	134,185	10,782	9,818	11,599	11,927	9,535	11,344	10,608	11,310	16,501	13,852	12,990	13,702	14,844
County data *(civilian labor force and unemployment rate)*															
Autauga	12,754	13,577	13,764	13,754	13,860	13,573	13,678	13,688	13,720	13,665	13,482	13,488	13,467	13,513	13,604
	6.5	6.8	7.6	6.5	7.0	5.7	6.1	6.0	6.5	6.2	7.0	6.8	6.5	7.0	7.7
Baldwin	29,408	30,260	30,412	30,821	30,901	30,045	29,990	31,433	30,852	30,708	30,296	30,249	30,026	30,052	30,095
	6.0	7.0	6.5	7.4	7.8	6.8	7.3	8.1	7.7	7.8	8.2	7.5	7.4	6.6	6.8
Barbour	11,180	11,310	11,423	11,448	11,397	11,592	11,867	11,638	11,176	11,108	10,741	10,693	10,809	11,093	10,989
	7.1	8.7	7.4	9.4	9.5	9.9	10.6	8.7	8.6	8.2	8.1	8.3	7.9	9.0	7.5
Bibb	5,124	5,185	5,188	5,155	5,185	5,175	5,180	5,187	5,213	5,213	5,044	5,092	4,993	4,938	5,184
	9.4	9.9	9.9	8.1	8.3	7.2	8.4	9.4	10.7	13.3	15.1	11.6	12.3	11.1	13.6
Blount	13,606	13,584	13,747	13,879	13,757	13,808	14,109	14,238	13,810	13,484	12,976	13,016	13,188	13,566	14,121
	5.8	6.6	6.3	6.9	6.7	6.3	6.2	6.6	6.6	7.0	7.7	7.6	7.5	7.4	8.5
Bullock	4,254	4,541	4,537	4,526	4,591	4,687	4,877	5,023	4,776	4,571	4,253	4,330	4,394	4,411	4,604
	7.0	8.5	6.9	10.1	10.0	9.2	8.8	9.4	9.3	9.0	7.8	8.0	8.5	7.5	8.7
Butler	8,373	8,474	8,546	8,451	8,765	8,253	8,602	8,745	8,673	8,445	8,174	8,273	8,305	8,216	8,400
	6.2	8.5	6.4	8.5	13.5	6.6	7.4	7.4	15.9	8.8	8.5	8.4	8.3	8.0	8.5
Calhoun	42,709	43,348	43,054	43,984	44,348	43,864	44,044	44,005	43,768	43,677	43,855	43,743	44,216	43,698	43,635
	7.3	7.8	7.9	8.7	9.2	7.5	7.5	7.2	7.3	7.8	9.1	9.1	9.8	8.6	8.4
Chambers	17,603	16,526	16,241	16,978	17,587	16,499	16,331	16,152	16,009	16,254	15,802	15,809	15,783	16,077	15,914
	5.3	9.1	6.6	10.1	14.4	9.9	9.3	8.5	8.0	9.3	8.2	8.1	7.5	6.4	6.5
Cherokee	9,432	9,708	9,760	9,600	9,652	9,812	10,193	10,422	10,026	9,835	9,367	9,602	10,087	10,092	10,271
	5.7	5.6	5.3	6.4	7.0	6.3	5.4	5.0	4.8	5.8	5.7	6.2	7.5	5.7	5.5
Chilton	11,931	12,270	12,014	12,430	12,262	12,380	12,545	12,500	12,301	12,092	11,845	11,921	11,978	11,952	11,982
	7.3	8.4	8.2	8.9	9.3	7.4	7.5	7.6	8.2	9.7	10.6	10.3	10.0	10.4	11.5
Choctaw	5,353	5,295	5,305	5,250	5,809	5,246	5,360	5,150	5,232	5,263	5,395	5,358	5,324	5,442	5,532
	7.2	8.1	8.3	7.9	15.6	6.7	7.3	6.3	7.0	6.9	8.0	7.9	7.1	7.6	8.7
Clarke	9,790	9,923	10,083	10,273	9,985	9,778	9,805	9,911	9,859	9,853	9,851	10,017	9,754	9,905	10,090
	8.2	8.0	7.8	9.4	10.4	7.3	7.8	7.9	7.6	7.0	7.6	8.1	7.5	9.8	10.5
Clay	5,674	5,709	5,859	5,695	5,748	5,617	5,733	5,876	5,521	5,510	5,455	5,446	5,537	5,790	6,339
	6.1	10.6	11.5	12.1	11.2	10.2	8.6	10.4	11.1	11.1	11.5	10.9	9.2	7.1	7.4
Cleburne	4,632	4,980	4,930	4,965	5,099	5,010	5,021	5,103	5,128	5,098	5,016	4,961	5,105	4,829	4,902
	5.0	6.0	5.3	5.8	6.0	7.2	4.5	5.1	5.9	6.6	8.1	7.5	9.4	6.0	6.8
Coffee	18,137	19,829	20,016	19,493	20,748	20,027	20,307	20,510	20,275	20,079	20,095	19,513	19,397	19,388	19,881
	4.9	5.1	4.7	5.4	7.2	4.8	4.6	4.2	4.7	4.9	9.6	6.4	6.2	5.1	8.6
Colbert	22,115	22,133	22,112	22,348	22,535	22,180	22,381	22,421	22,329	22,383	22,198	22,115	22,091	22,086	22,196
	7.2	8.3	7.2	7.9	8.5	8.4	8.5	8.5	9.9	10.8	12.4	11.3	10.7	10.6	11.0
Conecuh	6,584	7,110	7,248	7,196	7,225	7,326	7,398	7,321	7,196	6,925	7,092	6,878	7,067	7,134	7,097
	5.8	8.1	7.7	9.6	9.3	10.6	9.5	8.5	7.2	7.4	8.8	7.5	7.1	8.3	8.9
Coosa	4,839	5,205	5,216	5,212	5,306	5,275	5,276	5,286	5,247	5,229	5,369	5,411	5,281	5,293	5,476
	5.3	6.1	6.2	6.9	6.8	6.4	5.9	6.2	6.7	6.4	6.2	6.3	7.0	6.3	7.0
Covington	15,357	15,361	15,419	15,411	15,729	15,180	15,487	15,603	15,490	15,086	15,127	15,111	15,205	15,368	15,589
	5.7	6.3	5.8	6.1	8.2	5.2	4.9	4.6	5.2	4.9	7.6	6.5	6.1	6.2	6.5
Crenshaw	6,431	6,600	6,719	6,738	6,834	6,589	6,947	7,162	6,739	6,372	6,193	6,184	6,285	6,439	6,695
	5.4	6.1	5.4	6.1	10.6	5.7	4.9	4.7	7.1	6.1	7.9	7.5	7.6	7.6	8.0
Cullman	24,681	25,659	26,563	26,140	25,493	25,537	26,185	26,398	25,875	25,578	24,578	24,864	25,247	25,279	25,945
	6.5	7.7	6.5	7.9	7.5	8.5	7.1	7.7	7.9	9.2	9.0	10.2	10.3	8.5	9.4
Dale	10,171	10,806	10,791	10,801	11,016	11,018	11,192	11,301	11,182	10,997	11,001	11,154	11,316	11,435	11,666
	6.7	7.1	7.0	8.0	8.7	7.3	6.8	6.3	6.5	6.8	7.4	7.5	7.5	7.2	7.5
Dallas	20,769	21,521	21,384	21,767	22,793	21,885	21,793	21,870	21,642	21,497	21,023	21,316	21,425	21,651	22,112
	8.8	9.3	8.9	10.3	11.7	8.7	8.6	8.1	8.9	9.3	9.2	9.9	9.3	8.9	10.2
DeKalb	24,498	25,577	25,546	25,453	26,397	26,331	26,504	26,452	25,794	25,589	25,175	25,302	25,734	25,800	26,711
	6.0	6.2	5.6	6.3	6.8	5.8	6.2	5.7	5.8	6.2	7.1	7.3	7.6	6.8	9.7
Elmore	17,699	18,983	19,083	19,429	19,379	19,139	19,232	19,239	19,155	19,150	18,848	18,884	18,918	18,812	18,892
	4.8	5.5	5.5	6.1	5.7	5.2	5.3	5.2	5.1	5.1	5.7	5.7	5.7	5.2	5.8
Escambia	14,989	15,639	15,554	15,988	16,433	15,607	15,791	15,721	15,621	15,468	15,151	15,215	15,124	15,048	15,144
	6.8	8.6	8.5	9.2	11.9	8.5	8.0	7.7	7.8	8.0	8.2	8.3	7.9	7.1	7.8
Etowah	39,597	41,225	41,060	41,572	42,065	40,782	41,906	41,884	41,683	42,350	41,728	41,617	41,293	41,247	41,304
	7.0	7.5	6.7	7.7	7.7	6.7	7.8	7.6	7.4	8.9	9.1	9.4	9.0	8.5	9.2
Fayette	9,638	9,956	10,095	10,200	10,327	10,098	10,411	10,316	9,976	9,799	9,590	9,631	9,573	9,486	9,582
	6.0	6.4	6.0	6.9	7.5	5.5	6.4	5.7	5.5	6.5	7.4	7.3	7.5	7.7	8.2
Franklin	11,067	11,408	11,425	11,678	12,014	11,568	11,504	11,555	11,674	11,515	11,390	11,595	11,296	11,338	11,591
	7.7	8.7	6.4	9.3	10.2	7.7	7.4	7.3	10.3	12.2	13.4	14.6	12.2	11.6	14.0
Geneva	10,397	11,750	11,916	11,765	12,028	11,691	12,069	12,575	12,167	11,838	11,566	11,656	11,726	11,862	12,202
	6.2	5.3	4.9	5.6	6.7	4.5	4.1	4.5	4.1	4.5	5.5	5.6	5.1	5.3	6.2
Greene	4,332	4,047	4,318	4,139	4,205	4,096	4,181	4,131	3,915	3,765	3,715	3,767	3,734	3,779	3,875
	10.0	14.2	16.2	16.2	14.8	13.6	12.6	11.6	11.0	11.5	12.9	13.6	12.0	12.0	11.0
Hale	4,811	4,771	4,949	4,801	5,062	4,736	4,900	4,949	4,686	4,587	4,519	4,495	4,737	4,674	4,772
	10.6	12.4	12.3	10.9	14.8	10.5	12.2	11.4	11.7	14.0	15.0	14.0	15.9	13.5	13.8
Henry	6,776	6,762	6,941	6,640	6,837	6,595	7,125	7,291	6,904	6,620	6,305	6,485	6,590	6,899	7,191
	6.9	6.0	5.6	6.2	9.3	5.4	4.7	4.8	4.4	5.0	5.5	5.8	5.6	5.4	5.8
Houston	38,083	37,502	38,126	37,945	37,832	37,747	38,438	38,966	38,485	37,551	37,071	36,967	37,057	37,375	37,983
	5.3	5.5	5.6	5.8	6.7	5.3	4.9	4.8	5.0	4.9	5.6	5.7	5.6	5.5	5.5
Jackson	20,333	20,281	20,154	20,312	20,669	20,397	20,699	20,705	20,497	20,283	20,026	20,214	20,472	20,545	20,851
	6.9	8.1	7.1	7.7	8.5	8.3	8.1	8.2	8.6	8.9	10.0	10.2	9.9	9.0	11.1
Jefferson	302,793	301,639	301,287	304,562	305,175	301,910	305,714	305,693	304,788	307,380	300,838	301,555	302,850	303,305	305,202
	5.4	6.1	5.8	6.6	6.1	6.0	6.3	6.5	6.4	6.4	6.6	6.6	7.0	6.8	7.1
Lamar	7,949	8,192	8,097	8,028	8,109	8,085	8,223	8,282	8,146	8,105	7,948	7,865	7,935	7,901	7,899
	5.5	5.7	4.8	5.7	5.4	5.1	5.4	5.2	5.8	7.0	6.7	5.7	7.1	6.8	6.9
Lauderdale	32,496	34,141	34,102	34,914	35,058	34,423	34,740	34,781	34,312	34,166	33,599	33,804	33,886	33,899	33,683
	5.9	8.4	7.2	9.1	9.3	9.0	9.1	9.1	9.6	9.9	10.8	10.5	10.2	10.2	9.5
Lawrence	12,566	14,083	14,487	14,795	14,741	14,528	14,412	13,972	13,349	12,908	12,568	12,613	12,331	12,193	12,534
	7.3	8.7	7.1	8.1	8.8	9.4	8.4	8.7	9.5	10.8	11.6	12.1	12.5	12.4	12.3
Lee	31,733	31,500	31,711	31,969	31,405	31,292	30,895	32,031	32,133	32,272	32,278	33,111	33,061	32,824	33,251
	4.0	4.6	4.7	4.7	5.1	5.3	4.8	4.6	4.2	4.7	4.3	4.5	4.6	4.5	4.8
Limestone	19,819	20,504	20,464	20,711	20,954	20,664	20,879	21,053	20,830	20,910	20,530	20,677	20,565	20,560	20,896
	6.6	7.6	6.6	8.2	7.6	7.8	7.6	7.8	7.6	8.8	9.2	10.0	9.5	9.2	10.0
Lowndes	4,376	4,460	4,429	4,465	4,495	4,596	4,510	4,595	4,830	4,806	4,462	4,606	4,510	4,544	4,567
	7.4	9.0	8.1	9.3	10.3	8.9	8.2	8.3	8.9	9.4	11.3	12.6	12.3	11.6	10.8
Macon	7,231	7,394	7,481	7,457	7,550	7,536	7,585	7,625	7,384	7,369	7,238	7,273	7,297	7,287	7,358
	6.4	7.3	7.5	8.9	9.0	9.2	6.6	5.8	4.9	6.0	6.5	6.7	6.6	6.4	6.3
Madison	86,159	87,078	87,157	89,552	89,582	88,168	88,818	88,692	87,574	87,226	85,662	86,001	87,449	86,199	88,011
	6.1	7.0	6.3	9.2	7.6	7.6	7.2	6.5	6.1	6.5	7.0	7.5	9.0	7.5	8.7
Marengo	8,839	8,721	8,784	8,844	8,938	8,643	8,808	8,987	8,895	8,796	8,564	8,653	8,697	8,930	9,001
	6.8	7.7	7.0	8.1	10.0	6.8	7.9	7.5	7.8	7.3	8.1	9.0	8.8	10.1	8.5
Marion	11,612	12,064	12,081	12,107	12,405	11,955	12,084	12,104	12,204	11,974	11,921	11,910	12,121	11,615	12,004
	6.6	9.2	7.4	8.9	10.2	8.7	9.0	7.9	9.1	11.3	11.7	9.3	12.9	11.2	12.7
Marshall	27,349	28,816	28,826	29,099	29,704	28,757	29,159	29,344	29,149	29,093	28,810	28,827	28,907	28,728	29,671
	7.1	7.4	6.6	7.9	8.2	6.7	6.8	6.8	7.0	7.6	8.9	9.0	9.3	8.5	10.7
Mobile	149,460	150,035	151,738	154,193	153,655	151,063	151,338	154,325	149,933	148,785	146,896	147,504	146,320	147,433	147,291
	7.2	8.3	8.4	9.4	9.3	9.3	10.1	8.5	7.1	6.9	7.4	7.2	7.0	6.9	6.9

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979								1980				
	1978	1979	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan	Feb	Mar	April	May
LABOR FORCE AND EMPLOYMENT—CONTINUED															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	11,134	10,663	10,628	10,853	10,902	10,843	10,813	10,793	10,617	10,427	10,331	10,223	10,154	10,238	10,238
	6.8	8.2	7.9	9.1	11.4	8.5	8.1	7.9	7.8	7.6	8.6	7.5	7.5	8.1	11.1
Montgomery	83,586	86,220	86,307	88,643	88,408	87,633	87,778	87,509	87,296	87,104	85,900	86,116	86,236	85,931	86,077
	5.5	5.7	5.3	6.7	6.2	6.1	5.9	5.5	5.6	5.4	6.1	6.2	6.2	6.0	6.3
Morgan	34,984	36,065	36,329	36,561	36,837	36,631	36,518	36,651	36,140	36,027	35,603	36,015	36,050	36,246	37,034
	6.5	7.3	6.6	7.8	7.8	8.2	7.2	7.2	7.3	7.6	8.9	9.9	9.7	9.4	10.9
Perry	4,610	4,821	4,835	4,808	5,057	[illegible],874	4,929	4,990	5,040	4,873	4,750	4,779	4,799	4,827	5,047
	8.4	8.2	6.9	9.2	11.0	7.8	7.0	6.5	10.2	8.8	8.4	7.3	7.1	5.5	7.3
Pickens	8,101	7,953	8,114	8,140	8,280	8,063	7,963	7,945	7,815	7,838	7,762	7,814	7,791	7,537	7,864
	8.7	8.8	9.0	9.1	9.5	7.7	7.7	7.4	8.6	10.7	10.0	11.1	1[illegible].4	8.9	11.8
Pike	12,457	13,297	13,523	13,510	13,450	13,167	13,887	14,090	13,750	12,757	12,503	13,153	13,124	13,177	13,382
	5.2	4.8	4.5	5.6	6.4	5.2	4.2	3.8	4.0	4.6	5.5	5.2	5.7	5.1	5.8
Randolph	8,140	7,624	7,769	7,481	7,906	7,538	7,385	7,727	7,540	7,559	7,250	7,461	7,319	7,197	7,773
	10.4	10.5	10.2	10.9	15.5	9.0	8.4	8.8	8.6	9.0	8.4	12.1	10.5	7.7	11.7
Russell	18,407	17,511	17,521	17,706	17,774	17,672	17,672	17,557	17,620	17,559	17,456	17,460	17,514	17,398	17,569
	7.2	8.0	8.3	8.7	7.9	7.5	7.7	7.6	8.2	8.2	9.1	9.1	9.1	8.3	8.6
St. Clair	15,399	16,796	16,829	16,910	17,048	16,818	16,854	16,880	16,937	17,259	16,926	16,950	16,920	16,963	17,074
	4.9	5.9	5.8	6.0	6.1	5.8	5.1	5.4	6.0	6.9	7.3	7.3	7.0	6.9	7.3
Shelby	22,682	26,533	26,474	26,875	27,046	26,630	26,792	26,636	26,544	26,969	26,417	26,494	26,440	26,773	27,029
	6.5	5.8	5.4	6.6	6.4	6.0	5.7	5.3	5.2	5.8	6.2	6.2	6.0	6.8	7.5
Sumter	6,571	6,635	6,684	6,586	6,735	6,694	6,562	6,844	6,648	6,452	6,454	6,467	6,566	6,600	6,632
	5.9	6.9	6.3	6.4	7.7	8.8	7.0	7.0	7.8	6.6	7.0	7.4	8.4	12.1	9.0
Talladega	26,864	28,162	28,606	28,553	28,595	27,834	28,358	28,436	28,208	28,277	28,127	28,294	28,190	27,933	28,353
	8.3	10.4	10.5	11.3	12.3	10.6	10.3	10.0	10.3	11.3	12.0	12.2	12.4	11.3	11.8
Tallapoosa	16,081	15,638	15,585	15,809	15,899	15,780	15,558	15,659	15,681	15,786	16,105	16,241	16,169	16,083	16,437
	5.5	6.3	6.1	7.2	7.5	6.7	5.9	5.8	5.4	6.2	6.0	6.2	6.1	5.1	5.4
Tuscaloosa	51,592	51,589	52,205	51,244	51,162	51,496	51,635	52,043	52,039	51,123	51,991	52,133	52,303	51,892	52,443
	6.9	6.1	6.3	6.4	6.1	5.9	5.7	5.2	5.4	5.9	7.5	6.5	7.9	6.9	7.5
Walker	28,938	31,188	31,249	31,597	31,665	31,052	31,448	31,203	31,011	31,744	31,315	31,521	31,137	31,622	32,718
	6.8	8.4	8.4	9.1	8.7	7.8	8.1	7.6	7.2	8.6	9.5	9.9	8.7	9.8	12.6
Washington	5,654	6,138	6,108	5,933	6,347	6,254	6,388	6,448	6,389	6,249	6,213	6,375	6,453	6,356	6,451
	10.1	9.8	10.1	10.8	13.1	9.5	9.3	7.6	7.2	6.6	6.9	8.3	9.7	7.9	7.1
Wilcox	4,861	4,979	5,022	5,039	5,266	4,965	5,055	5,104	5,032	4,905	4,858	5,065	5,019	5,261	5,234
	7.1	9.6	8.9	9.8	14.7	9.2	8.8	8.2	8.8	7.7	8.6	11.1	9.2	12.0	10.7
Winston	7,432	7,746	7,964	7,653	7,776	7,889	7,781	7,847	7,862	7,846	7,493	7,381	7,466	7,458	7,825
	8.9	11.4	10.9	10.9	11.3	12.3	9.6	9.6	12.7	15.5	15.7	13.4	14.7	12.9	7.6
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	1,049,905		64,518	50,712	62,229	64,604	56,786	66,865	51,681	......	......	......	......	......	......
Shipping weight *(1,000,000 lbs.)*	35,633	......	1,789	1,476	2,290	2,066	1,430	1,771	1,683	......	......	......	......	......	......
Exports															
Value *($1,000)*	913,311		53,631	65,434	55,543	73,641	36,998	100,924	134,566	......	......		......	......	......
Shipping weight *(1,000,000 lbs.)*	10,454	......	442	538	555	616	234	850	1,088	......	......	......	......	......	......
Shipments by water, Port of Mobile[8] *(1,000 tons)*	34,783	37,953	3,051	3,181	3,874	3,279	2,248	3,496	3,313	3,874	3,602	3,980	4,654	2,841	3,200
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	22,495	21,905	1,423	1,679	2,022	2,208	2,146	1,551	1,507	1,802	2,021	1,991	1,850	1,511	1,411
Gasoline sales[9] *(1,000 gallons)*	2,163,414	2,074,362	182,220	170,611	168,881	179,066	172,547	174,269	169,279	166,987	164,815	158,602	162,768	162,778	167,996
New passenger car registrations[10] *(number)*	176,113	161,661	15,447	12,639	13,196	15,088	10,340	14,362	11,008	12,547	11,361	11,707	12,571	9,550	......
Retail sales by kind of business, state totals[11] *($1,000,000)*															
Food	2,686r	3,004	249	274	250	258	257	256	257	274	256	253	266	273	277
General stores with food and gas	187r	229	19	21	20	21	20	21	20	21	20	21	22	22	23
General merchandise	1,780r	1,928	156	149	140	157	146	158	198	284	122	132	153	130	133
Apparel	424r	457	36	34	33	38	35	39	41	64	32	30	38	38	36
Furniture, furnishings, etc	461r	512	43	43	43	45	41	45	46	53	42	40	42	39	42
Automotive	2,696r	2,686	245	221	222	251	204	239	205	198	196	205	209	188	187
Gasoline service stations	889r	1,039	85	88	91	101	97	105	99	103	102	106	109	110	110
Lumber and building materials	840r	898	81	80	77	82	76	90	82	69	68	68	69	74	73
Hardware and farm implements	421r	419	39	37	32	38	34	42	34	33	28	29	33	34	34
Eating places	779r	896	77	77	77	82	74	78	76	81	74	74	80	79	80
Drug stores	362r	407	34	33	32	33	32	35	34	43	35	37	37	37	38
All other retail	1,909r	2,137	199	179	162	183	166	195	181	214	169	173	183	195	186
Total sales by retail concerns	13,454r	14,612	1,263	1,234	1,181	1,289	1,181	1,302	1,273	1,436	1,145	1,168	1,242	1,220	1,219
Nonretail and unclassified concerns	4,009r	4,514	386	373	366	402	375	411	389	419	394	391	417	407	387
Total all sales at retail	17,464r	19,126	1,649	1,608	1,546	1,691	1,556	1,713	1,662	1,855	1,539	1,560	1,658	1,627	1,606
Retail sales, Standard Metropolitan Statistical Areas and counties[11] *($1,000)*															
SMSAs															
Anniston	366,981r	385,147	34,053	33,445	31,690	35,265	30,893	32,878	32,268	36,825	28,856	29,991	31,141	31,777	31,538
Birmingham	4,817,700r	5,401,870	455,247	454,227	434,540	476,196	442,552	482,443	458,166	517,830	432,955	437,724	472,029	472,518	458,790
Florence	465,764r	503,981	44,481	41,742	39,889	44,869	42,056	44,957	42,830	48,908	37,966	38,911	40,820	41,903	40,798
Gadsden	371,066r	401,373	35,965	33,972	32,785	36,593	33,346	35,340	33,642	35,100	31,517	30,177	32,913	32,443	31,911
Huntsville	1,104,584r	1,172,070	105,986	99,068	96,926	104,088	95,209	102,323	98,353	105,370	92,411	90,831	97,863	97,355	98,802
Mobile	1,756,346r	1,862,196	158,[illegible]05	152,583	149,813	159,764	139,235	184,538	177,866	190,725	171,513	167,384	177,967	174,636	175,858
Montgomery	1,100,416r	1,194,939	104,906	101,434	99,258	107,456	97,229	104,036	100,340	106,631	93,329	98,503	101,676	94,860	97,959
Tuscaloosa	465,709r	502,857	43,588	42,144	40,204	44,234	42,096	45,873	43,373	46,808	39,642	39,840	41,130	40,484	38,978
Counties															
Autauga	83,924r	89,608	7,964	7,688	7,159	7,848	7,114	7,761	7,191	7,731	6,984	7,611	7,853	6,742	7,171
Baldwin	270,136r	298,158	27,200	27,813	25,053	26,049	21,301	27,737	26,067	27,580	25,490	27,141	27,779	27,581	29,105
Barbour	56,184r	59,776	5,184	5,209	4,691	5,100	4,664	5,284	5,080	5,653	4,691	4,796	4,851	5,504	5,760
Bibb	27,318r	28,783	2,425	2,593	2,391	2,706	2,442	2,742	2,579	2,653	2,259	2,186	2,343	2,267	2,088
Blount	76,733r	83,228	7,467	8,251	7,483	7,520	7,041	7,556	6,320	7,050	5,851	6,348	6,268	7,386	7,219
Bullock	24,931r	27,756	2,260	2,408	2,349	2,358	2,436	2,306	2,413	2,835	2,313	2,415	2,482	2,652	2,403
Butler	57,561r	61,472	5,411	5,432	4,924	5,432	4,781	5,583	5,093	5,701	5,087	5,172	5,047	5,102	4,890
Calhoun	366,981r	385,147	34,053	33,445	31,690	35,265	30,893	32,878	32,268	36,825	28,856	29,991	31,141	31,777	31,538
Chambers	69,142r	82,689	7,030	7,323	7,224	7,731	6,957	7,618	7,118	7,097	7,004	7,079	7,540	7,337	7,601
Cherokee	44,491r	50,318	4,845	4,624	3,915	4,255	3,944	4,737	3,870	4,227	3,817	3,760	4,217	4,136	4,055
Chilton	72,540r	79,196	7,334	7,095	6,596	7,004	6,457	6,855	6,353	7,003	6,027	6,107	6,582	6,832	6,574
Choctaw	37,357r	42,740	3,573	3,657	3,486	3,812	3,427	3,879	3,738	4,273	3,796	3,822	3,834	3,778	3,932
Clarke	88,217r	94,608	8,043	8,195	7,699	8,299	7,710	8,775	8,124	9,138	7,430	7,343	7,482	7,457	7,768
Clay	25,631r	26,110	2,161	2,237	2,139	2,176	2,165	2,321	2,249	2,370	2,115	2,204	2,103	2,226	2,175
Cleburne	18,943r	19,802	1,755	1,807	1,601	1,719	1,493	1,821	1,664	1,689	1,574	1,695	1,705	1,605	1,759
Coffee	127,898r	143,553	12,873	11,751	11,926	12,929	11,872	12,838	11,379	11,314	10,485	11,198	10,640	10,777	11,187

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979								1980				
	1978	1979	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May
TRADE—CONTINUED															
Retail sales, SMSAs and counties—continued															
Counties—continued															
Colbert	223,238r	252,294	22,579	21,129	20,178	23,256	21,504	22,785	20,427	22,460	20,033	18,983	19,827	20,832	19,526
Conecuh	38,554r	36,470	3,152	2,939	2,966	3,074	3,024	3,320	3,171	3,168	2,623	3,035	3,015	2,993	3,144
Coosa	14,883r	16,427	1,437	1,377	1,357	1,531	1,356	1,432	1,424	1,710	1,528	1,650	1,750	1,837	1,761
Covington	126,039r	131,731	11,566	11,385	10,766	11,847	10,965	11,980	10,879	11,582	10,478	10,984	10,920	11,397	11,732
Crenshaw	31,293r	33,242	3,237	2,857	2,916	2,923	2,589	2,855	2,792	2,750	2,631	2,682	2,583	2,984	3,207
Cullman	215,733r	250,530	22,990	22,496	20,648	22,600	20,846	22,557	21,636	22,369	20,410	19,230	21,021	20,864	21,793
Dale	74,964r	82,879	7,132	7,183	7,011	7,586	6,709	7,263	7,039	7,619	6,938	7,258	7,834	7,438	7,410
Dallas	191,243r	209,651	19,030	18,595	16,639	18,957	16,633	18,112	17,035	18,797	16,279	16,396	16,975	17,444	17,390
DeKalb	147,402r	156,475	14,175	13,312	13,417	14,147	13,035	13,993	12,928	13,619	11,573	11,726	13,467	13,483	13,956
Elmore	78,207r	84,205	7,300	7,611	6,909	7,750	6,918	7,238	7,167	7,315	6,388	6,455	7,136	6,944	6,939
Escambia	142,271r	148,204	12,842	12,706	11,520	13,259	11,818	14,638	12,989	13,272	11,394	12,191	12,052	12,465	12,592
Etowah	371,066r	401,373	35,965	33,972	32,785	36,593	33,346	35,340	33,642	35,100	31,517	30,177	32,913	32,443	31,911
Fayette	89,826r	97,712	9,071	8,464	8,025	9,562	8,403	8,361	8,300	8,904	7,160	7,037	7,694	8,174	8,794
Franklin	86,216r	89,149	8,732	7,824	7,141	7,893	7,249	7,993	7,110	7,775	6,387	6,510	7,301	7,544	8,239
Geneva	96,111r	107,778	9,748	9,186	8,775	9,232	9,192	9,377	9,040	9,446	8,278	9,316	9,013	9,368	9,581
Greene	19,552r	19,966	1,968	1,847	1,662	1,719	1,528	1,884	1,682	1,778	1,473	1,576	1,731	1,751	1,803
Hale	30,520r	33,199	2,949	3,026	2,521	2,793	2,727	2,921	2,945	3,087	2,512	2,789	2,944	2,910	2,961
Henry	43,919r	45,563	4,148	4,031	3,458	3,903	3,924	3,855	3,662	3,458	3,071	3,305	3,462	3,409	3,685
Houston	394,990r	430,091	38,042	36,879	35,861	39,568	34,876	37,191	35,202	39,206	33,695	34,504	34,343	32,477	34,109
Jackson	147,841r	156,890	14,181	13,749	13,011	13,832	12,806	14,397	12,546	13,499	11,171	11,554	12,193	13,316	13,072
Jefferson	4,271,228r	4,806,087	402,083	401,409	385,557	422,866	394,120	429,678	409,284	466,341	384,639	389,077	423,217	424,531	409,926
Lamar	30,079r	33,369	3,190	2,902	2,660	2,834	2,758	2,911	2,771	3,036	2,637	2,547	2,603	2,903	2,964
Lauderdale	242,526r	251,687	21,902	20,613	19,711	21,613	20,552	22,172	22,403	26,448	17,933	19,928	20,993	21,071	21,272
Lawrence	52,876r	58,301	5,714	5,291	4,560	4,839	4,653	5,151	4,709	5,452	4,295	4,408	4,828	5,307	5,372
Lee	247,896r	268,655	22,940	22,482	20,824	23,384	22,049	24,384	24,552	24,235	23,283	23,764	23,505	23,639	24,087
Limestone	127,321r	137,881	13,134	12,097	11,250	11,699	11,618	12,396	11,439	12,589	10,410	10,332	11,926	12,022	11,575
Lowndes	20,442r	23,347	2,099	2,170	1,881	1,996	1,860	2,060	2,124	2,097	1,629	1,597	1,875	1,631	1,797
Macon	39,025r	42,695	3,723	3,791	3,576	3,970	3,363	3,764	3,622	3,568	3,153	3,228	3,404	3,676	3,535
Madison	707,995r	746,699	67,156	61,780	61,245	67,081	60,022	64,676	63,581	67,892	59,811	58,770	62,897	63,353	64,232
Marengo	72,809r	79,030	7,082	6,835	6,553	7,061	6,115	7,211	6,379	7,477	6,447	6,130	6,357	6,682	7,696
Marion	64,794r	70,551	6,369	5,924	5,727	6,203	6,015	6,426	5,775	6,260	5,220	5,543	6,085	5,405	5,731
Marshall	269,268r	287,490	25,696	25,191	24,431	25,308	23,569	25,251	23,333	24,889	22,190	21,729	23,040	21,980	22,995
Mobile	1,486,210r	1,564,038	131,105	124,770	124,760	133,715	117,934	156,801	151,799	163,145	146,023	140,243	150,188	147,055	146,753
Monroe	83,020r	99,191	9,286	7,882	6,805	8,315	7,615	8,445	7,355	7,284	6,812	7,461	7,029	7,003	7,351
Montgomery	938,285r	1,021,126	89,642	86,135	85,190	91,858	83,197	89,037	85,982	91,585	79,957	84,437	86,687	81,174	83,849
Morgan	465,901r	435,939	37,006	39,323	36,069	40,024	36,265	40,238	35,510	38,506	37,508	35,803	38,701	41,119	40,894
Perry	28,093r	30,752	2,545	2,614	2,545	2,773	2,548	2,756	2,684	2,720	2,300	2,347	2,564	2,302	2,608
Pickens	47,696r	50,915	4,813	4,933	4,082	4,422	3,927	4,514	4,346	4,428	3,762	4,216	4,288	4,626	4,612
Pike	87,459r	91,856	8,627	8,019	7,119	8,153	7,378	8,531	7,463	7,534	6,878	6,926	7,201	7,370	7,556
Randolph	52,090r	51,178	4,377	4,489	3,771	4,022	4,119	4,339	4,237	5,029	4,174	4,294	4,327	4,211	4,165
Russell	82,016r	85,485	7,735	7,579	7,067	7,512	6,931	7,540	7,090	7,459	6,812	7,092	7,458	7,685	7,280
St. Clair	93,885r	107,685	9,893	10,003	9,420	10,391	9,585	9,275	8,736	8,295	7,962	8,473	8,235	8,260	9,320
Shelby	229,211r	247,820	21,961	22,591	20,221	21,737	19,988	22,832	20,129	21,080	20,205	20,067	20,236	20,184	19,439
Sumter	30,464r	33,528	2,814	3,000	2,803	2,959	2,825	3,083	2,875	3,126	2,798	2,793	2,732	2,792	2,785
Talladega	184,283r	200,316	17,099	17,234	16,648	17,945	16,408	17,485	16,501	18,234	16,458	17,175	17,947	17,359	17,421
Tallapoosa	115,890r	118,813	10,222	10,526	9,737	10,542	9,682	10,242	10,348	11,455	9,915	10,316	10,908	10,977	11,543
Tuscaloosa	465,709r	502,857	43,588	42,144	40,204	44,234	42,096	45,873	43,373	46,808	39,642	39,840	41,130	40,484	38,978
Walker	223,376r	240,278	21,310	20,224	19,342	21,202	18,859	20,658	20,017	22,114	20,149	20,107	20,341	19,543	20,105
Washington	23,053r	27,358	2,410	2,239	1,983	2,381	2,357	2,764	2,641	2,648	2,556	2,544	2,485	2,720	2,855
Wilcox	29,471r	31,495	2,850	2,946	2,524	2,690	2,569	2,729	2,788	2,842	2,412	2,708	2,625	2,607	2,988
Winston	57,400r	60,386	5,857	5,264	4,998	5,411	5,098	5,223	4,850	4,868	4,442	4,510	4,592	5,071	5,018
Statewide[11]	2,581,908r	2,961,989	245,244	235,102	235,236	259,333	245,818	256,243	279,889	345,765	237,083	244,894	267,747	238,798	220,611
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES[12]															
Anniston															
Building permits ($1,000)															
Total	10,003	15,714	840	1,195	415	1,247	6,887	467	258	1,146	619	323	1,027	1,100	1,533
Residential	5,366	5,316	378	238	220	363	2,972	110	35	50	99	177	121	181	1,230
Nonresidential	3,482	9,038	317	866	109	734	3,843	242	78	991	10	70	718	678	151
Birmingham															
Building permits ($1,000)															
Total	115,704	133,537	15,801	10,367	12,367	10,880	15,068	9,276	15,453	4,742	7,222	8,053	19,588	5,916	10,475
Residential	30,517	39,187	2,044	1,964	2,117	2,620	9,392	895	9,661	683	618	938	1,097	1,021	677
Nonresidential	38,577	26,260	3,186	839	3,692	4,368	1,018	2,279	1,269	2,259	1,659	2,194	182	430	1,416
Decatur															
Building permits ($1,000)															
Total	49,063	48,728	5,213	5,397	5,103	5,524	5,719	5,589	4,160	3,478	3,429	3,544	3,198	4,782	4,426
Residential	14,710	13,588	1,472	1,366	1,269	1,438	1,697	1,366	1,077	768	862	879	1,044	1,250	954
Nonresidential	32,950	33,606	3,574	3,860	3,661	3,909	3,874	4,049	2,952	2,614	2,444	2,537	1,997	3,348	3,292
Dothan															
Building permits ($1,000)															
Total	17,171	28,431	1,497	2,923	2,190	1,332	2,846	2,864	3,473	418	1,086	1,504	1,943	2,099	1,293
Residential	7,434	11,655	979	1,766	497	936	575	475	1,779	228	637	456	257	1,513	427
Nonresidential	7,194	13,448	203	808	1,408	218	2,098	1,850	1,260	64	254	760	1,369	328	432
Gadsden															
Building permits ($1,000)															
Total	16,498	13,488	1,091	1,101	1,027	1,158	760	991	1,695	284	887	457	93	948	567
Residential	5,904	5,261	564	559	445	548	242	560	635	100	493	118	48	407	173
Nonresidential	8,588	5,309	294	298	335	364	290	187	870	11	178	14	6	242	17
Huntsville															
Building permits ($1,000)															
Total	60,331	52,811	3,380	5,765	6,542	1,786	3,878	3,358	4,022	1,646	1,557	17,622	3,905	2,848	3,300
Residential	29,097	15,993	1,764	1,842	1,164	1,178	2,757	1,492	679	352	336	1,313	909	972	1,376
Nonresidential	25,297	30,252	1,224	3,545	4,873	608	602	1,188	2,734	821	781	15,779	956	1,211	395
Mobile															
Building permits ($1,000)															
Total	78,754	85,472	13,378	10,520	5,352	8,960	3,280	10,475	5,341	5,898	8,300	16,175	6,508	11,007	38,659
Residential	25,381	24,430	5,386	4,470	832	5,207	876	1,721	660	622	2,093	999	857	1,028	861
Nonresidential	41,272	36,847	6,522	4,864	3,532	2,247	525	1,549	724	2,893	3,840	12,905	2,678	7,991	25,186
Montgomery															
Building permits ($1,000)															
Total	88,523	84,898	11,112	14,798	5,020	8,714	4,825	2,836	5,327	1,700	5,843	6,945	6,565	4,847	3,918
Residential	42,252	45,335	5,844	10,046	2,293	5,862	2,455	1,340	1,490	578	3,271	2,246	3,224	1,624	2,510
Nonresidential	36,716	29,442	4,379	3,856	1,808	1,904	1,539	501	3,004	96	1,729	2,211	2,176	2,337	362

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1979								1980				
	1978	1979	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May
BUILDING ACTIVITY IN SELECTED ALABAMA CITIES —CONTINUED															
Quad-Cities[13]															
Building permits *($1,000)*															
Total	34,412	25,180	2,855	2,146	1,818	2,244	1,638	3,378	1,216	1,779	1,234	2,106	9,124	869	3,183
Residential	16,330	15,725	1,787	1,216	871	1,463	1,051	2,672	836	250	300	521	1,048	647	2,811
Nonresidential	15,011	5,842	700	658	755	278	128	329	94	1,450	647	1,432	7,729	......	132
Selma															
Building permits *($1,000)*															
Total	6,474	7,041	426	538	650	703	576	552	198	989	867	292	638	257	698
Residential	1,765	3,368	274	234	429	270	212	160	62	503	80	138	158	85	147
Nonresidential	3,296	1,864	48	92	59	160	262	200	......	435	36			15	264
Tuscaloosa															
Building permits *($1,000)*															
Total	29,257	32,021	2,065	2,737	6,555	5,474	3,147	3,744	677	762	595	3,180	1,508	1,584	1,991
Residential	16,549	12,622	1,453	2,221	793	1,046	699	1,314	442	388	277	1,433	288	315	608
Nonresidential	8,916	15,913	422	103	5,485	4,112	2,025	2,050	10	84	178	1,609	813	764	954

NOTE: A complete listing of data sources is available in the October 1979 issue of *Alabama Business*. Throughout this table, details do not necessarily add to totals due to rounding. For cement, coke, and crude oil, individual months may not add to annual totals due to late revisions in annual data. *r* Revised.

[1] Estimated total for calendar month based on adjustment of weekly data. [2] Alabama has more than 90% of total capacity in the four-state area. [3] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co. [4] End-of-month balance.

[5] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date, it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.

[6] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.

[7] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. Annual data are monthly averages. Data for the latest month are preliminary and will be revised in the following issue. All data are adjusted to a March 1979 benchmark.

[8] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.

[9] Excludes sales to federal government. [10] These data may not be reused in any manner without the express permission of R. L. Polk and Company.

[11] Retail sales data represent sales at retail as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figures for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1976 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**

[12] Private construction only. May be partially estimated by the Bureau of the Census. [13] Quad-Cities consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

The Marketing Concept Revisited

(continued from page 5)

decade? It is apparent from the experience of at least one major industry that we don't have to look ahead to the 1980s to see a retreat from the marketing concept. Most of the major firms of the forest products industry embraced the concept with great fervor during the 1960s. They got into a wide diversity of high-value-added products tailored to the perceived needs of many different market segments, backed up by expensive product development and promotional activities, directed by marketing staff enthusiasts with little knowledge of the industry and with a minimum of direction by top management. The results of these new ventures were highly unprofitable, and by the early 1970s, the pendulum began to swing back to an emphasis on the companies' basic strengths, namely their timber resources and production capabilities. This reversal of direction was hastened by rising raw materials costs, stagflation, and the increasing cost of capital equipment.

Is the situation I have described for the forest products industry going on elsewhere? I'm not going to try to generalize about all American industry. However, I do believe my findings give an indication of some trends going on among companies which produce mainly industrial goods, and particularly among those which, like the forest products industry, are strongly resource-oriented, but still have diversity in product lines and end markets. In the steel industry, for instance, current emphasis is on achieving production efficiency, even if this means pruning back product lines and withdrawing from market segments. In the chemical industry, companies which in the past were pushing out on the frontiers of knowledge to develop ever more sophisticated end products to promote to final consumer markets are now spending their capital to assure sources of raw material supply and to improve production efficiency of commodity chemicals. We even see evidence of this trend in consumer goods industries. According to a study of marketing executives in the *Fortune* 500 companies (recently reported in the *Harvard Business Review*), many companies are now turning to a strategy of "countersegmentation."[2] This involves eliminating market segments by dropping products or fusing segments by inducing customers of differentiated products or services to accept more simplified products. Thus, the heyday of the marketing concept may now be behind us.

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[2] Alan J. Resnick, Peter B. B. Turner, and J. Barry Mason, "Marketers Turn to 'Countersegmentation','" *Harvard Business Review* 57 (September-October 1979): 100-106.

alabama business

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50 Years of Service:

Alabama Business Continues Tradition

In November 1930, the recently founded Bureau of Business Research published a newsletter called *University of Alabama Business News*. The initial issue contained a statement of purpose for the Bureau:

> The Bureau of Business Research is distinctly a service organization. The last ten or fifteen years have seen the development of numerous agencies all over the country whose main purposes have been to collect information concerning business and economic subjects and to carry on studies of the problems which confront the businessmen of the country. The result has been the appearance of a great mass of published material mostly in the form of pamphlets, bulletins, and articles in business periodicals. The School of Commerce and Business Administration for the last five years has been gradually building up reference files of this material and establishing connections with as many as possible of these agencies. The Bureau of Business Research has as one of its primary objects the making of this information available to the citizens of Alabama . . . . The Bureau welcomes inquiries from the citizens of the state. It cannot guarantee to answer all questions, but it will make every effort either to furnish the information desired or to determine the source from which it can be obtained.
>
> A further purpose of the Bureau is to study the business and economic problems peculiar to Alabama and to publish from time to time reports of the results of this work in the form of special bulletins.

Today, almost a half century later, the research traditions begun in 1930 are still continuing. The Bureau of Business Research is now called the Center for Business and Economic Research, but its goal remains the same: service to the people of Alabama.

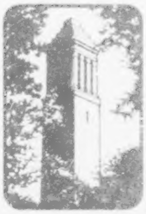
The *University of Alabama Business News* has also continued. During the 1940s, in fact, an additional monthly publication—the *University of Alabama Business News, Retail Trade Report*—was initiated. This latter publication, as its name indicated, dealt with retail trade trends in the State of Alabama.

Both of these monthly publications continued operations until 1973, although their names were changed along the way. The original publication had become known as *Alabama Business*, and the newcomer had evolved into *Alabama Retail Trade*. In September 1973, however, *Alabama Business* absorbed *Alabama Retail Trade* and began to publish more detailed retail trade data than it had previously provided.

In 1977, additional changes were made in the data published in *Alabama Business*. Instead of providing data for one month on a variety of business and economic topics, the publication instituted a new data feature called "General Business Indicators for Alabama." Monthly data were published for the latest 12 months available, and annual data were provided for three years. This arrangement was soon changed, however, so that two annual entries and 13 monthly entries were included, thus allowing readers to compare preliminary data for the latest month to data for the same month in the previous year. And in 1979, *Alabama Business* added another distinctive feature: the *Alabama Business Banking Supplement*. Published whenever data are available, the *Banking Supplement* provides detailed quarterly banking data for each county in the state as well as for the state as a whole.

Over the years, *Alabama Business* has always attempted to provide the most current and accurate economic and financial data possible on the Alabama economy. Of course, this does not mean that its efforts have always been successful. For example, timeliness is a problem with the *Alabama Business Banking Supplement*, and time-consuming data processing and the enormous size of the retail trade data file have delayed attempts to improve the retail trade series. Nevertheless, work to improve in both these areas as well as in other ways is continuously occurring. In fact, this month's issue includes revised retail trade estimates (some substantially different from preliminary totals) for 1978.

With the publication of this issue, *Alabama Business* brings to an end its first 50 years of service. In the future, we hope to continue to bring to our readers the most accurate data available on this state as well as articles and analyses on a wide variety of business and economic topics. We welcome your constructive criticism on ways in which we may better serve the people of Alabama.



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